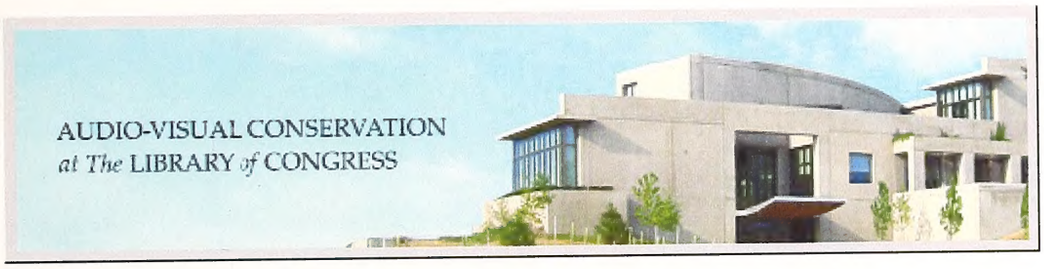

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SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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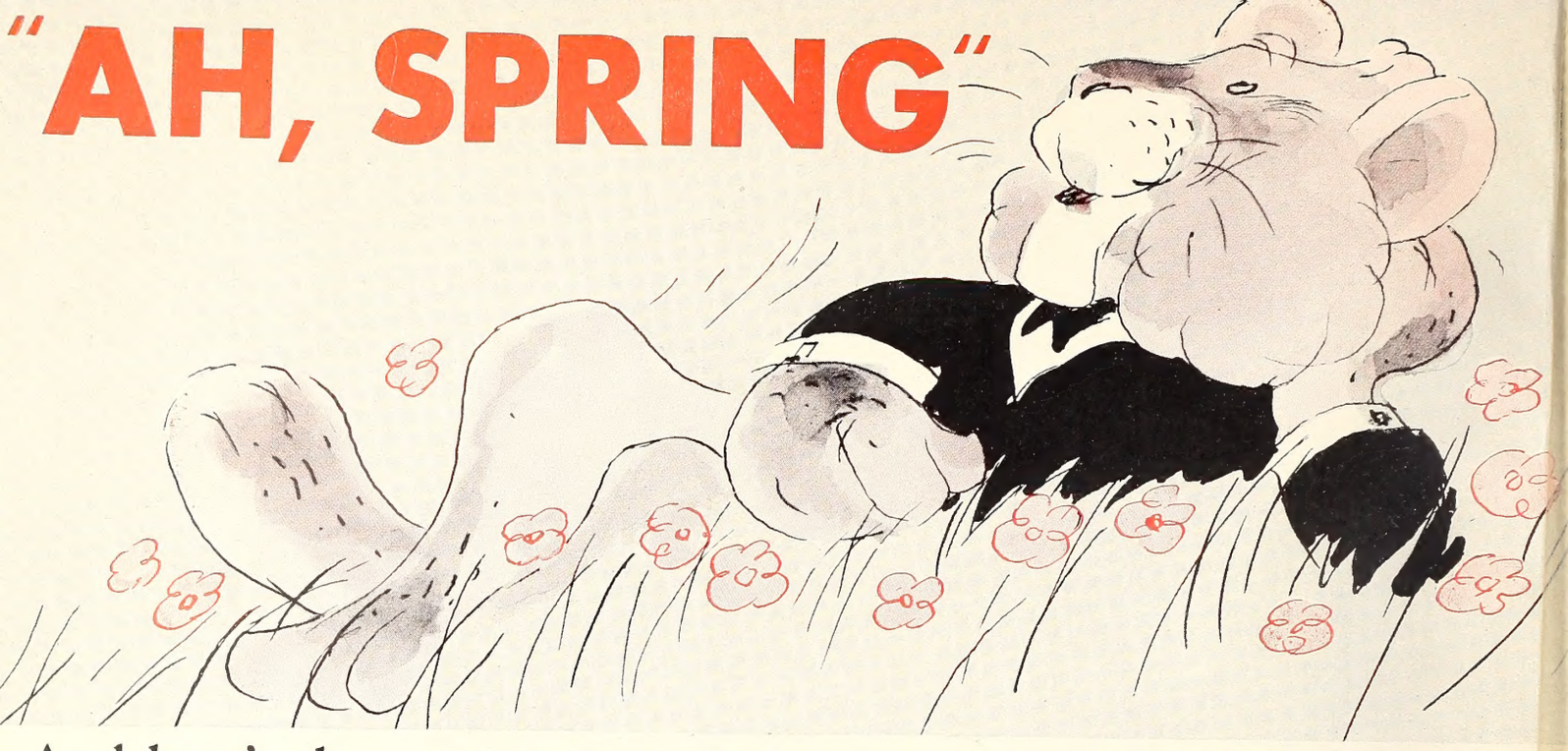
Presenting
The
Show Builder

A Monthly Feature Dealing with Practical Ideas for Booking and Exploiting The Short Subject

The Advertising Clinic

Monthly Product Checkup

"AH, SPRING"



And here's the great news to help you enjoy this happy season. A theatre man just back from Hollywood gives eye-witness, projection room reports on 6 great M-G-M productions for coming weeks!

"MEN OF BOYS TOWN"

Spencer Tracy and Mickey Rooney are headed for record grosses in this sequel that tops the original "Boys Town". It's got more heart-throbs, more thrills than the first one. Money in the bank!

"ZIEGFELD GIRL"

The biggest screenful this industry ever saw. Beyond belief till you see it with your own eyes. James Stewart, Judy Garland, Hedy Lamarr, Lana Turner and many others. For the big dough!

"LOVE CRAZY"

Bill Powell and Myrna Loy in the kind of show you ask for in your prayers The funniest in their entire career. When you can get hysterical in a cold projection room, you know it's in the bag!

"A WOMAN'S FACE"

A prediction made after a projection-room screening of Joan Crawford, Melvyn Douglas and a big cast in "A Woman's Face." "IT WILL BE ONE OF THE YEAR'S TEN BEST!" You'll hear a lot about it from now on. A thrilling masterpiece of the screen is on the way to fame and fortune!

"BILLY, THE KID"

An eyeful! And in Technicolor! An epic western that moves like lightning. Hats off to Robert Taylor for another big-time performance. Not since "Northwest Passage" has such a fortune been poured into an outdoor production. A Big One in every way!

"BLOSSOMS IN THE DUST"

Powerful human document filmed in Technicolor, starring Greer Garson and Walter Pidgeon. Its power comes from the fact that it's a true story of a woman's fight to give a name to unwanted children. A woman's picture that will pack 'em in!

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The Editorial Page

It's In Again

New life was injected into the almost dead Neely Bill when, like a bolt out of a clear sky, a Senate subcommittee was appointed to consider the bill. Chairman of the committee is Harley M. Kilgore (D) of West Virginia, appointed to Neely's place when the latter resigned to assume his duties as Governor of that state.

Others on the committee are: Senators Tom Connally (D) Texas; James H. Hughes (D) Delaware; Warren R. Austin (R) Vermont; and William Langer (R) North Dakota.

On the record of the previous hearings, we cannot see what the Neely Bill sponsors hope to accomplish by starting that merry-go-round again, unless it be to placate pressure groups out to snipe at the industry.

With the consent decree still far from even the experimental stage, we thought that it would be left to prove itself one way or the other before further legislation was suggested or found necessary.

▲ ▲ ▲

The Goodwill Convention

Ed Kuykendall of MPTOA announces the "goodwill, all-industry convention" of his organization for the early part of June. Tied in with it is the second annual convention of the Pacific Coast Conference of Independent Theatre Owners which will run concurrently, dividing the business sessions with the national group.

Coming at so vital a time in the history of the industry, this MPTOA meeting is in an excellent position to bring forth the most constructive convention held in many a year by any exhibitor organization.

Of major importance, in our opinion, is the vital necessity for a discussion, not by a lot of long-winded guests with something to sell, but by theatremen long familiar with exhibitor problems in the everyday occupation of their business.

We make the prediction that if MPTOA fails to deliver an interesting, constructive convention this June in Hollywood, it may prove to be the last one it will have in a mighty long time.

▲ ▲ ▲

Unsung Hero

Those who follow the news in the trade press must have wondered from time to time how a certain important exhibitor, Robert O'Donnell by name, could be in so many places and engaged in so many different activities at the same time.

It is our opinion that if our industry could boast of about ten more like Bob it would be a better industry in every respect. Better, because in addition to being an outstanding theatre executive, Bob still finds time to take an unusually active part in about everything worth while going on in this business.

And these references do not apply to his home state of Texas alone. We take that part of his activity for granted. But you'll find him busy in British relief shows, the Greek drive, Will Rogers Fund, and last but by far not the least, his tremendous work for the Variety Clubs, of which he is assistant national chief barker.

Possessed of unlimited energy and a determination to do everything a little better than is expected of him, Bob keeps going day and night wherever his help or efforts are needed. Having been around recently to watch this human dynamo in action, we can cheerfully attest that he would be an inspiration to everybody with whom he comes in contact.

He's a great guy, this Bob O'Donnell, and you should make it a point to meet up with him some day soon and find that out for yourself. You'll agree with everything we've said . . . and in spades.

▲ ▲ ▲

Look And You'll Find

Many theatremen with whom we have talked recently have shown a definite knack of finding the best selling ideas for each outstanding picture they play. Nevertheless, there were just enough of the other kind to convince us that a certain proportion need some egging on if they are to survive.

Why should any theatreman say he cannot find good selling angles in a picture? Surely, even in the weak pictures, there are any number of good ideas to which a smart showman can tie his campaign.

The chief trouble, as we view it, is that too many theatremen not only want to be led to the well but they also expect you to pump the water and hold the cup to their lips. That's asking too much from any source of ideas be it this or any of the other trade papers.

"Seek and ye shall find," is an ancient saying, but it applies to picture selling all the time. If the ideas offered through the established sources, such as the distributing company, the press books or the trade press, do not appeal to you or sound feasible for your situation, then sit down and look for some of your own.

There is no monopoly on ideas. We get them and you get them. You can originate your own and benefit in accordance with their value to your situation.

—"CHICK" LEWIS

Majors Will Announce No Definite Number of Films

Consent Decree Will Abolish Seasons as They Are Now Known; No Conventions Planned at Present

Since the five major companies will no longer sell a whole season's output at once, henceforth there will probably be no formal announcement of the number of features to be released or the titles of them from the companies bound by the consent decree. Instead the companies will trade-show their features and release them as fast as possible. The season, as it was formerly known, will no longer exist, since one season's pictures will naturally give way to the next as September rolls around. The studios will turn out pictures continuously and there will probably be no shut-downs as there have been in some studios in the past when a sufficient backlog had been built up.

First indication that this policy would be adopted was given this week by Barney Balaban, Paramount President, who said the company would not announce any specific number of pictures for the new season.

RKO's President George J. Schaefer several months ago indicated that there would be little likelihood of conventions being held, although it was possible that there would be one the first year. The conventions were always regarded largely as a sounding board for the announcement of the company's program of pictures. The announcements will no longer mean much, because the pictures cannot be sold until after they are trade shown.

Non-consenting companies have all held their conventions with the exception of United Artists, which this week announced five sales meetings, and Columbia, which has yet to make an announcement.

Fleitman Appointed Aide To Fromkess at PRC

Appointment of R. George Fleitman, formerly affiliated with Leo T. Abbe, C.P.A., as assistant to Leon Fromkess, vice-president of domestic and foreign operations for Producers Releasing Corp., was announced this week.

"Sis Hopkins" Wows St. Louis

Stars Appear at Premiere; Proceeds for Greek Relief

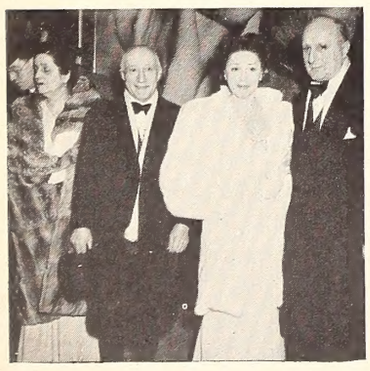
St. Louis—With proceeds going to the Greek War Relief, world premiere of Republic's "Sis Hopkins" was held here Friday (April 4) at the Fox Theatre. The house was completely sold out, and arrangements were made to handle the overflow at the adjoining first-run Missouri and St. Louis theatres. The day was officially proclaimed "Sis Honkins Day" by Mayor Bernard F. Dickmann.

Lucky students in a contest held at St. Louis University and George Washington University escorted visiting Hollywood stars. The event was broadcast through the facilities of seven local stations. Among those making personal appearances in connection with the film were Judy Canova and Jerry Colonna from the cast of "Sis Hopkins" and John Wayne, Ona Munson, Donald Barry and Lois Ranson.

Small Selects Stories For New Season Production

Hollywood—"Two Years Before the Mast," adventure novel by Richard Henry Dana, and a story based on the life of Rudolph Valentino, film star of the silent era, were announced this week by Edward Small as the two stories on which he will base his seventh and eighth productions for United Artists release during the coming season.

Notables at Notable "Wings" Opening





A number of celebrities attended the opening of "I Wanted Wings" in New York last week. Left to right above are Mr. and Mrs. Adolph Zukor and Mr. and Mrs. Barney Balaban; Bob Weitman, manager of the Paramount Theatre and Mr. and Mrs. Neil Agnew.

AIDS CAMPAIGN



Eddie Read, of the Strand Theatre, Providence, R. I., joins in Columbia's Exhibitor Good Will Campaign. He talks over how to sell "Adam Had Four Sons" with Drive Chairman Rube Jackter as Dave Lipton, director of advertising and publicity (center) looks on.

N.Y. Group Leaves For 'Lie' Premiere

Birthday Party and Ball Will Highlight Festivities

Over 75 newspaper editors, magazine writers, columnists, syndicate writers, radio and trade press representatives left New York Friday to attend the world premiere of Warners' "The Great Lie" and birthday celebration for Bette Davis, star of the film, in Littleton, N. H. The New York contingent, headed by Mitchell Rawson, Warners' Eastern publicity director, was scheduled to be joined in White River, N. H., by a group of Boston newspaper critics and columnists and the combined trains were to then proceed to Littleton, arriving there on Saturday morning.

The premiere will take place on Saturday night at the Premier Theatre, to be followed by a birthday party and ball at the Littleton Town Hall. Dignitaries from all over the New England states are expected to attend the festivities.

Among the trade paper representatives making the trip are Jack Harrison, *Hollywood Reporter;* Ralph Cokain, SHOWMEN'S TRADE REVIEW, James Cunningham, *Motion Picture Herald;* Maurice Kann, *Box Office;* James P. Dalton, Jay Emanuel Publications; Sherwin Kane, *Motion Picture Daily,* and Al Steen, *Film Daily.*

UA Will Play Host at Variety Cocktail Party

Atlantic City—United Artists will tender a cocktail party in connection with the National Variety Convention to be held here May 15-17 at the Traymore Hotel, the National Convention Committee was advised this week by Arthur W. Kelly, vice-president and general sales manager. The party will take place from four to six-thirty on the afternoon of Saturday, May 17, immediately following the boardwalk parade.

May Revive Neely Measure

Sub-Committee Appointed To Decide Course of Action

Washington — The Neely anti-block-booking and blind-selling measure took a new lease on legislative life last week when Senator Fredrick Van Nuys, D., Ind., chairman of the Senate Judiciary Committee, appointed a sub-committee to consider the bill.

Senator Harley M. Kilgore, D., W. Va., now the State's senior Senator, was named as chairman of the sub-committee, and serving with him are Senators Tom Connally, D., Tex., James H. Hughes, D., Del., Warren R. Austin, R., Vt., and William Langer, R., N. D.

Upon the return of Senator Kilgore to the capital this week, decision as to the course to be followed is expected to be reached. The New York consent decree, it is understood, will be a prime factor in the committee deliberations, with some attention also given to the recent anti-decree legislation introduced in the Minnesota, Georgia and Michigan State Legislatures.

Meanwhile, in San Francisco, the Motion Picture Research Council expressed the opinion that while the provisions of the consent decree are "steps in the right direction," they do not go far enough. As a result, the Council will press actively for passage of the Neely Senate bill and its House companion measure, sponsored by Rep. Francis D. Culkin, Rep., N. Y.

New Drive-In to Open

Latham, N. Y.—Neil Hellman's new 500-seat drive-in theatre was scheduled to open May 15. Speaker equipment was specially designed by the Altec Service Corp., which supervised installation of the sound system.

SHOWMEN'S Trade Review

Vol. 34, No. 11 April 5, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

April 5-7: Texas Variety Club golf tournament, Dallas.
April 7: Rudolph Berger testimonial, Willard Hotel, Washington, D. C.
April 14-15: UA district sales meeting, New York.
April 16: Third annual Goodwill Get-Together, Penn Alto Hotel, Altoona.
April 17-18: UA district sales meeting, New Orleans.
April 20: Boston MP Salesmen's Club charity ball, Cocoanut Grove.
April 21-22: UA district sales meeting, Cleveland.
April 22: All-industry meeting sponsored by Omaha Variety Club, Omaha.
April 24: Annual AMPA meeting.
April 24-25: UA district sales meeting, Chicago.
April 28-29: UA district sales meeting, San Francisco.
April 29: Pathe Laboratories, Inc., annual meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 15: ITO of Montana meeting, Billings.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 8-12: MPTOA annual convention, Los Angeles.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Detroit Managers Union Files Notice of Strike

Detroit—Claiming that all managers and assistants in the circuit are now members of the union, but that the management has refused to discuss a contract, the Theatre Managers and Assistants Union has filed strike notice with the Michigan State Mediation Board against the Palmer Park Theatre and also against Midwest Theatres, both headed by Raymond Schreiber.

Wanger Watch Award Goes to Teitlebaum

Philadelphia — Sam Teitlebaum, manager of the Commodore Theatre here, has been awarded the $100 watch offered by Producer Walter Wanger for the best showmanship and gross results on "The Long Voyage Home."

Mendenhall Heads Para. Shorts District

Ted Mendenhall has been appointed special representative of the district comprising Kansas City, St. Louis and Des Moines in the newly-organized special short subjects sales department of Paramount. Tom McKean has been appointed to a similar post in the Dallas, Oklahoma City and Memphis territory.

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

New Arbitrators Named As Tribunals Make Decisions

Split Verdict on Points at Issue and Appeal From Chicago Award Highlight Week of Intense Activity

Appeal from an arbitrator's decision, a split verdict on the points at issue in another case ruled upon, and announcement of new arbitrators, highlighted the news from the arbitration front this week.

Ken Theatre, Chicago, has filed the first appeal from an arbitration decision, following the ruling of Arbitrator Charles M. Megan in dismissing a complaint against Paramount, RKO and Twentieth Century-Fox. Megan held that the issue involved was run and not clearance, therefore could not be considered until after the new selling season begins September 1.

Arbitrator E. Barrett Prettyman in the case of the Walbrook Theatre, Baltimore, split his decision in deciding that the clearance of Durkee's Ambassador over the complaining theatre was not unreasonable. He did find, however, that

(*Continued on Page 35*)

Mono. Announces Titles of 26 Films

Los Angeles Convention Hears Program Details

Los Angeles — Monogram announced its story program for the coming year this week following meetings of franchise holders and executives here. Fifty-three features are scheduled. The first group of two top pictures consists of "Navy Bound" and "Land of the Blue Sky Water." The second group will comprise four pictures starring the East Side Kids, each picture to feature an important adult star. First of the group will be "Ghosts in the Night" with Bela Lugosi.

The third group of Monogram pictures will consist of ten films titled as follows: "Aunt Emma Paints the Town," by Harry Hervey; "The Spy," by James Fenimore Cooper; "Night of Horror"; "The Kiss of Death"; "You Can't Beat the Law," by Al Jennings; "Top Sergeant Mulligan," by Bennett West; "Down Memory Lane," by Harrison McCord; "Here Come the Marines," by Howard Stoneman; "Trail of the Wolf," by Jack London; "Sweetheart of the Campus," by Leona Dalrymple.

In the lower bracket of ten, the pictures will be as follows: "Law of the Jungle," by Martin Fuller; "Sunshine Sal"; "Isle of Lost Men," by Frederick L. Nebel; "G-Man From Headquarters," by George Bronson-Howard; "The Fighting Cadet," by Nicholas Barrons and Robert St. Clair; "False Colors," by Lew Lipton and James E. Grant; "Hill-Billy Willie"; "Li'l Louisiana Lady," by Fred Myton; "God's Country and the Law," by James Oliver Curwood; "Flame Fighters," by Eugene Patrick Hale.

In the new Rough Riders Series, Buck Jones will be starred along with two other Western names.

The meeting was attended by franchise holders from all exchanges in the U. S. and studio and executive personnel as well.

Free Outdoor Movies Out in Wisconsin County

Milwaukee — Deciding the return did not justify the cost, businessmen of Balsam Lake, Centuria, Cushing, Luck and Milltown in Polk County have canceled free outdoor movies and weekly cash drawings by mutual agreement among the commercial clubs of each village.

NO CITIZENS ADMITTED

Washington—Qualifying its absolute opposition to Sunday movies in Alexandria, Va., the Alexandria Ministerial Association this week voted to have only members of the armed forces to attend Sunday shows, with citizens to be excluded.

"Fantasia" Cuts Price For Men In Uniform

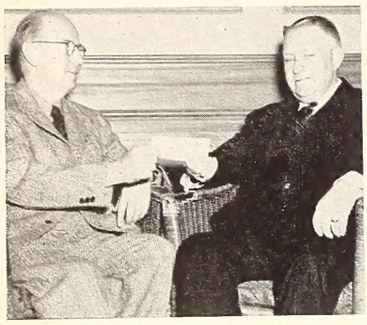
Adopting a policy which may be the forerunner of a national movement, the management of the Broadway Theatre, New York, where Walt Disney's "Fantasia," has reached its 300th performance, has announced that U. S. service men in uniform will be admitted at half price at all times including Saturday and Sunday. Heretofore the policy had been in force only on week days.

Archibald Returns

George Archibald, joint managing director in Great Britain for United Artists, is expected to arrive in the United States from London for home office conferences, within the next two weeks.



GETS CHECK



Manager Joe Cahill of the M. & P. Brockton Theatre tenders Mayor Fred D. Rowe of Brockton a check for $1,300 for the Firemen's Relief Disaster Fund.

Form Company to Rent Transparencies

Marquee color transparencies recently developed by Wagner Sign Service, will be marketed on a rental basis by Marquee Service, Inc., it was announced this week. Formation of the new company was announced by Erwin Wagner who heads the organization with H. Harvey Roemer, formerly associated with National Screen Service, in charge of sales. The transparencies are designed to fit into marquee frames and until further notice, the service will be available only for Wagner-built marquees.

Columbia Files Answer To Government's Complaint

Answer to the Government's amended complaint in the New York equity suit was filed this week by Columbia in Federal Court.

MPTOA Meet Set June 8-12

Joint Convention With PCCITO in Los Angeles

MPTOA will hold an all-industry good-will convention in Los Angeles, June 8 to 12, with the Pacific Coast Conference of Independent Theatre Owners as hosts. Ed Kuykendall, MPTOA President, announced this week that attendance was expected to surpass that of any previous MPTOA convention.

The Pacific Coast Conference has for some time been considering holding a convention in Los Angeles at that time and MPTOA had been doubtful about where its annual meeting would be held. The PCC trustees decided that the joining of the two conventions would serve the best interests of all exhibitors. Accordingly, a committee consisting of Hugh Bruen, Jack Berman, Rotus Harvey and Bob Poole worked out the details with Kuykendall, who came to Los Angeles for the purpose.

PCC sessions and open forum meetings are scheduled for June 9, 10 and 11 in the mornings, while the MPTOA will meet on the afternoons of the same dates, with the social activities combined.

Son for Goldsteins

Springfield, Mass. — An eight-pound son has been born to Mr. and Mrs. Samuel Goldstein at the Western Maternity Hospital here. Goldstein is vice-president of Western Massachusetts Theatres, Inc.

UA Plans Five District Meets

Coming Season's Releases to Be Announced at Sessions

Five district meetings, embracing the United Artists sales organization in the United States and Canada, will be held starting Monday, April 14, and continuing throughout the month, it was announced this week by Arthur W. Kelly, vice-president in charge of domestic distribution. At these meetings the UA sales personnel will be presented with the program of productions to be released by the company during the coming season.

First district meeting is scheduled to take place in New York on April 14-15, and will be attended by the sales personnel from the Boston, New Haven, New York, Philadelphia and Washington branches.

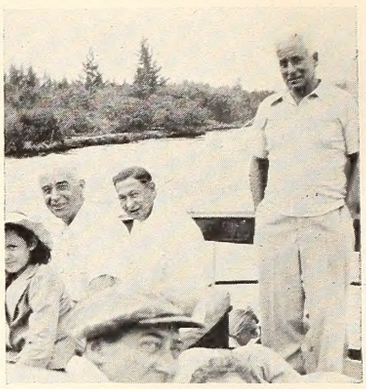
On April 17-18, the southern exchanges—Atlanta, Charlotte, Dallas and New Orleans—will meet in New Orleans, while on April 21-22, Buffalo, Cincinnati, Cleveland, Indianapolis and Pittsburgh exchange personnel will meet in Cleveland.

The midwest exchanges and UA exchanges in Canada will meet in Chicago on April 24-25. Involved are Detroit, Kansas City, St. Louis, Chicago, Milwaukee, Minneapolis, Denver, Omaha, Calgary, Montreal, St. John, Vancouver and Winnipeg.

Sales representatives from branches in San Francisco, Los Angeles, Seattle and Salt Lake City will attend the fifth and final meeting to be held in San Francisco on April 28-29.

Home office executives accompanying Kelly to the meetings will include Harry Gold, vice-president and eastern general sales manager; Haskell Masters, western general sales manager; Paul Lazarus, manager of the contract department; Monroe Greenthal, director of advertising and publicity; David Weshner, exploitation director, and Albert Margolies, publicity director.

GOOD CATCH



The camera caught a number of film personalities fishing aboard Herman Robbins' cruiser at Miami Beach. In the front is William Brenner of National Screen Service and left to right facing the camera are Miss Myrtle Ann Rodgers, William F. Rodgers, MGM general sales manager; Joseph Seider of Prudential Theatres; Harry Buxbaum, manager of 20th-Fox' New York exchange.

To Re-establish MPTO of Neb.

Unit Will Be Geared For Sectional Meetings

Lincoln, Neb.—With R. R. Livingston, owner of the Capitol Theatre, slated unofficially to head the unit, re-establishment of the MPTO of Nebraska as a first-line organization is under way here. Since the death of Charles Williams, long an MPTOA leader, activities of the Association have lagged.

According to present plans, the Nebraska unit will be organized not only as a state-wide body but will also be geared for sectional meetings when problems arise. The sections, it is understood, would be located in at least four Congressional districts with a unit vice-president in each.

Livingston, who has been close to the political situation in Nebraska and who has been the front man for the motion picture industry in all its actions concerning legislation, is at present devoting a great deal of time to the meeting of state exhibitors in Omaha next month.

Industry Serving in Crisis

Films Aiding in Maintaining National Morale, Says Hays in Annual Report; Pays Tribute to Trade Press

Declaring that the film industry, facing "unparalleled opportunity for service in this crisis of events," is rising fully to the occasion, Will H. Hays, president of MPPDA made his annual report this week.

"Our pictures must serve the entertainment needs of a nation in possibly its greatest historical moment," he said, and added that "in the present emergency we have the organization, the machinery, the will and the means to maintain our public responsibility from the social as well as the artistic standpoint."

He said the universal entertainment of the screen is a definite element in total national defense; that "our pictures—newsreels, shorts and features—aid invaluably in maintaining national morale, both in the armed services and within the vast body of civilian workers"; and that "much of our entertainment must supply not only relaxation, rest and renewed vitality, but faith and confidence in our future and inspiration for the difficult days ahead."

Discussing the activities of the Production Code Administration during the past year, the MPPDA head called attention to the fact that the percentage of films based on crime or horror has dropped under the previous year; westerns and action pictures, however, still hold their lead, comprising 22 per cent of the production reviewed under the Code.

Commenting on the newsreels, Hays lauded the services for producing "great historic records during the year" and added that "in our own country the newsreels have remained free to reflect events as they develop, as has every other medium of information."

That "the high civic consciousness displayed by members of the industry never has been more clearly reflected than through their relief, charity and community activities in Hollywood," was cited by Hays in a discussion of the cinema city's contribution to defense.

Galaxy of Celebrities Attend AMPA Ball

At least two score of celebrities representing all phases of the entertainment world were guests of the Silver Jubilee Ball of AMPA which was scheduled to be held Friday in the Grand Ballroom of the Edison Hotel. All entertainers provided their services for the annual benefit. Among the celebrities present were Raymond Massey, Danny Kaye, Ezra Stone, Willie Howard, Arthur Treacher, Lyle Talbot, Carol Bruce, and others. Six masters-of-ceremonies were on hand to introduce the galaxy of stars.

Ill. Anti-ASCAP Bill

Springfield, Ill.—An anti-ASCAP bill has been introduced in the Illinois legislature by Representative Leo Crowley of Peoria.

Nick-Weston Appeal to Be Opposed by D of J

Washington — Indicating they would take no action, officials of the Department of Justice this week said that the matter of restoring Clyde A. Weston, former business agent of Local 143, operators, of St. Louis to membership in Local 228, East St. Louis, after conviction on Federal charges, was entirely up to the union. It was learned, however, that the Department is filing a brief with the Federal Court in St. Louis opposing the appeal taken by Weston and John P. Nick, to reverse their conviction of violating the Federal anti-racketeering law. Weston was given a card in Local 228.



CAVALCADE"..."MUTINY ON THE BOUNTY"..."WELLS FARGO" ...GREAT PRODUCTIONS FROM A GREAT PRODUCER-DIRECTOR... FRANK LLOYD *NOW* PRESENTS




FRANK LLOYD PR
The
Produced and Directed by FRANK LLOYD

DUCTIONS, INC., *Presents*

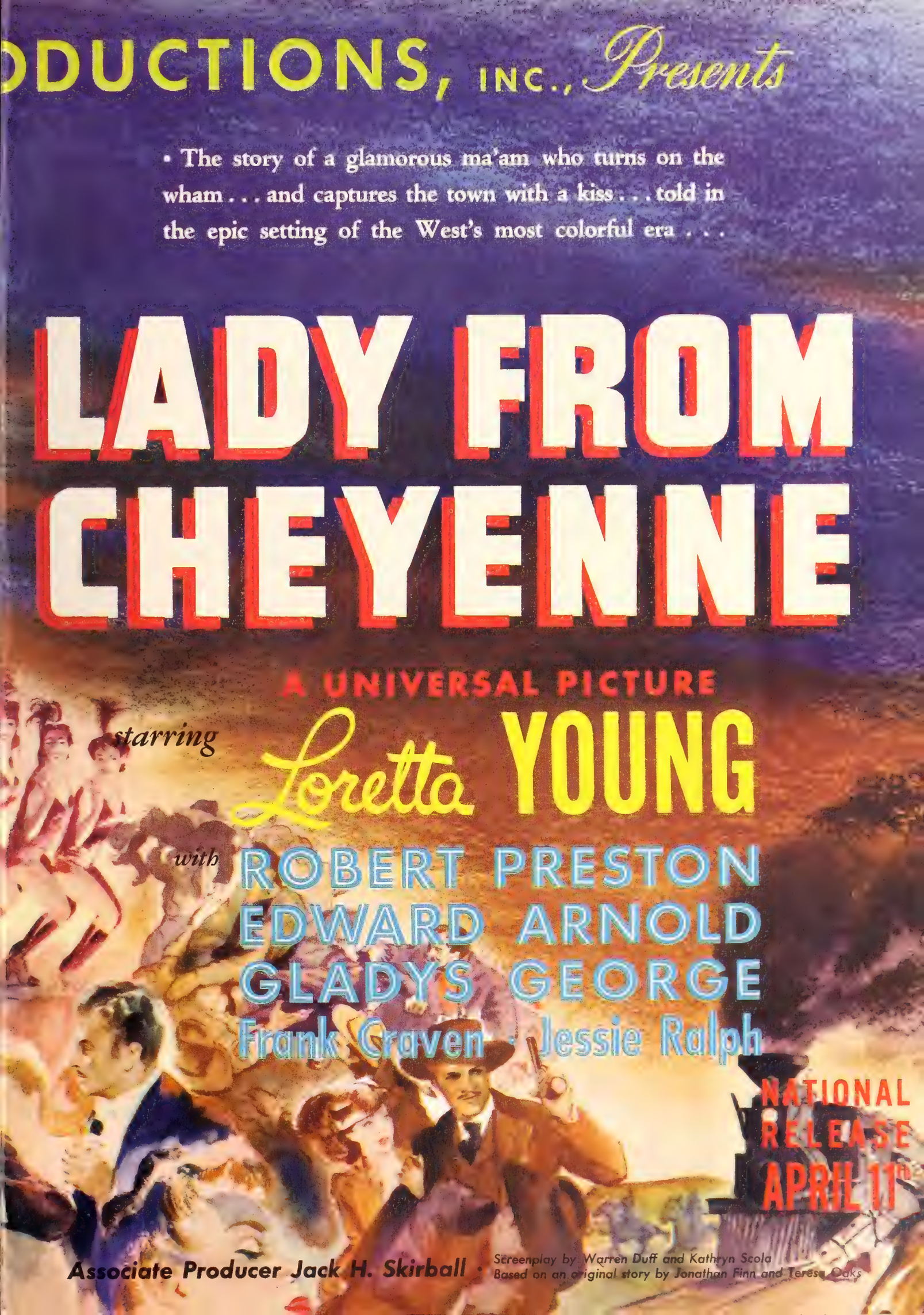
• The story of a glamorous ma'am who turns on the wham . . . and captures the town with a kiss . . . told in the epic setting of the West's most colorful era . . .

LADY FROM CHEYENNE

A UNIVERSAL PICTURE

starring Loretta YOUNG

with ROBERT PRESTON
EDWARD ARNOLD
GLADYS GEORGE
Frank Craven · Jessie Ralph



NATIONAL RELEASE APRIL 11th

Associate Producer Jack H. Skirball · Screenplay by Warren Duff and Kathryn Scola
Based on an original story by Jonathan Finn and Teresa Oaks

THE WINTER IS OVER!

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LITHO U.S.A.

The Talk of the Tents Up and Down the Land

Variety Club Notes

Weekly Get-Together of Filmdom's Good Fellows

JOHN H. HARRIS, NATIONAL CHIEF BARKER

NATIONAL VARIETY CONVENTION NOTES

Of tremendous importance to the entire convention committee success was the joint meeting of the various committees called by John H. Harris in Philadelphia last Sunday.

Close to seventy Barkers, many of them coming a great distance, were assembled when the gavel fell in the quarters of Tent 13. Harris, as National Convention Chairman, presided and was assisted by Bob O'Donnell and Paul Short of Texas, Carter Barron and Hardie Meakin of Washington, Earle Sweigert, Jay Emanuel and a large delegation from Tent 13, Harry Browning of Boston, "Chick" Lewis and Harry Mayer of New York.

It was announced by John Harris that 128 twenty-four sheets were being donated by Phil Shapiro of the Globe Poster Corporation of Chicago, Ill. and would be divided up among all of the Tents for posting in their respective areas.

"Chick" Lewis announced that the annual convention cocktail party would be tendered by United Artists and that they would make every effort to have this part of the entertainment portion of the three-day meet an outstanding event. The executives of United Artists will attend in a body together with local sales representatives and will also make an effort to bring on all United Artists producers and stars whose picture commitments allow them to be away from the studios during the days of the convention.

Jay Emanuel, head of the Program Make-up Committee, delivered one of the biggest surprises of the meeting when he described the novel program idea he had worked out and which will feature a framed, raised picture of the Barker symbol as the front cover of the program.

Leon Rains, Head of the Pennsylvania Boxing Commission and Head of the Boxing Show Committee, recommended a card of golden gloves champions to which will be added a ladies wrestling match and a battle royal. This event, on the first night of the convention, is slated to be one of the highlights of the entire affair and no effort is being spared by the committee to make it an appropriate starting-off party for the convention.

Ted Schlanger, Head of the Boardwalk Parade Committee, told the meeting about some of the early plans for this unusual event and promised a more detailed report as his plans are completed. It is expected that the parade will last for about an hour and a half and will terminate at the Auditorium.

Talks were made by Bob O'Donnell and Paul Short regarding the possibilities of making this a far greater and even more successful convention than that which was held last year in Dallas. This, they pointed out, was chiefly because instead of an individual tent carrying the entire responsibility of everything pertaining to the convention, the national organization set up by Johnny Harris could do a bigger job. Considering what took place in Dallas, the assembled committeemen determined to prove to the two visitors from Dallas that it could be done.

Because of its closeness to Atlantic City, a great deal of the arrangement work is being handled by Barkers of the Philadelphia Tent 13 who are not only serving on all of the important committees, but are also cooperating with the committees working from other parts of the country.

Jay Emanuel and Jack Beresin were added as co-chairmen of the General Convention Committee. In addition, Beresin will also act as co-chairman of the Banquet Committee along with Earl Sweigert.

Carter Barron was chosen to head the new National Dignitary Committee on which he reported.

Miss Lenora Slaughter, whose work in connection with the Annual Bathing Beauty Pageant each year is well known throughout the country, was present and will assist the Parade Committee in lining up an outstanding Boardwalk Parade.

In closing the meeting, Mr. Harris stressed the importance of cooperation from the heads of the Tents throughout the country. He will personally keep in touch with each Tent and Chief Barker with the idea of coordinating the work between the Tents and the various committees which require such assistance and cooperation.

Tent No. 1—Pittsburgh

On the big stage show at the Stanley Theatre held on Sunday night, March 30, the club realized $5000 for the Greek Relief Fund. This, together with the results of the big vaudeville show at the Memorial Theatre, McKeesport, and the sponsorship of the opening of "Fantasia," makes a total of $9000 the club has raised for the fund to date. Jim Carroll and Bert Wheeler were the guests of C. C. Kellenberg at the club after the show.

The first open house held at the club on Saturday night was a big success with ninety members and their friends attending.

Barker George Harrison has just returned from his Florida vacation and Barkers Harris and Balmer are in Boston to attend a meeting of Tent No. 23.

B. B. Kreisler, Short Subject Sales Manager of Universal, was a visitor at the club this past week. Art Morrone is confined to Mercy Hospital. The Variety Post of the American Legion will hold a meeting on Monday, April 7.

Tent No. 3—Cincinnati

Nat Kaplan, the recently appointed local exchange manager for PRC, meaning Producers Releasing Corporation, is more than living up to expectations. His untiring efforts in behalf of his firm and product plus his ingratiating personality are a combination of efforts that are bound to bring him his muchly deserved success. Good luck to you Nat.

The Convention Poster depicting the sands at Atlantic City as a come on for Mr. Barker on May 15-16-17, is very, very good, and is displayed in a very prominent manner in the clubrooms. It's bound to get business.

Allen S. Moritz, local Columbia manager, just returned from Florida looking the picture of health and as brown as the proverbial berry. But no fish says Moritz. Too busy watching the Reds lose to the Giants in Miami.

Jack Finberg, better known as the "Mingo Kid" has been showing Gene Hensley and Archie Clemens of the Black Diamond Theatres in West Virginia, around the clubrooms.

Bob Dunbar, local Warner manager, is soon to become a Barker of the local tent. The Niedenthals, Andrew John, Rosie and "Butch" entertained the Strongs, Benjie and Maud at the clubrooms.

Tent No. 5—Detroit

Illness of Frank J. Downey, MGM branch manager, was responsible for his absence from MGM Night at Variety Clubrooms last Saturday. At latest reports, he was coming along nicely, and was expected back on the job by the time this appeared in print. Jack Morgan, Harold Sandelman, Floyd Chrysler, and other Metroites were on hand to do the honors in Downey's absence.

Ellen Johnson of MGM's contract department gave an extra occasion for celebration, by being married on the same day to Randolph (Randy) Hancock, and leaving for a motor honeymoon of the South. Her sister, Marion Johnson, also of Metro, was keeping informed of their progress.

That Barkers are good organization men was proved when Bill Carlson, a former Chief Barker, and Frank Lorenzen, theatrical florist, both turned up on the board of directors of Caravan Shrine Club.

Preparation of a new directory of all Detroit Barkers, with names, addresses, and telephone numbers, is being completed under the guidance of Edgar E. Kichner, who handles the house committee, plus, in his usual loyal fashion, about a million other functions.

Tent No. 6—Cleveland

The Cleveland tent during the past ten days has been a bee hive of activity. Practically every Barker has contributed in some way toward the betterment of the club. There hasn't been a night in which some activity has not been going on.

Last Saturday night's big party was devoted to the Greek War Relief, with most of the

(Continued on Next Page)









The first photo above shows some of the men who will handle the vast details for the National Variety Convention. Left to right are Carter Barron of Loew's; Ted Schlanger of Warner Bros.; Paul Short of National Screen Service; Earle Sweigert of Paramount; John H. Harris, National Chief Barker; Bob O'Donnell, of Interstate of Texas. The second photo shows Leon Rains, Chairman of the Boxing Show Committee and Boxing Commissioner of the State of Pennsylvania; Harris, and Pete Tyrrell, Assistant Chairman of the Boxing Show Committee. Third photo, Milton Rogasner of the Banquet Seating and Golf Committee and Alfred J. Davis of the Newsreel Committee. The photo at the right shows some of the Philadelphia Barkers who attended the Convention Committee meeting in the Quaker City last Sunday. Front row: Bill Clark, Sam Schwartz and James Clark; back row: Elmer Wilschke, Bill Goodwin, Wm. McAvoy, Harry Ball and Clint Meyer. These committees have started work on their assignments in connection with the Convention, expected to be Variety's biggest.

Tent No. 6—Cleveland

(Continued from Preceding Page)

prominent Greek Society girls as hostesses and an orchestra made up of some of the finest Greek musicians in the City of Cleveland. Everyone was on hand and a great time was had by all.

RKO night on March 24th, was a tremendous success. Hosts of RKO were Barkers George Lefko, Charles Boasberg, and Arthur Goldsmith. Chairman of course, was Barker Charles Rich, and the principal speaker was Dr. Samuel Gerber, County Coroner. Dr. Gerber kept everybody's attention with stories of his particular work. The guests of honor were Edward Arnold, the MGM star, who arrived here for the Greek Relief show, Charles Raymond, Joe Longo and Manny Pearlstein. Others who were there included: Frank Drew, Chief Barker Bert Stearn, Lester Zucker, Mat Goodman, Izzy Schmertz, M. D. Horwitz, Nat Barach, S. David Spizel and about fifty other guests.

Tent No. 12—Minneapolis

Bill Elson, one of the Twin City Variety club's most active and popular members, is launching forth as a circuit operator with the acquisition of two theatres at Cloquet, Minn. He will continue to operate the Palace here.

Chief Barker Ben Blotcky is leaving no stone unturned to arouse interest in the national convention scheduled for Atlantic City in May. He really is creating a desire among the boys to be on hand for the event and present predictions are that the local party will comprise at least 25.

Committees will be appointed this week for the grand ball and supper dance, the club's big affair of the year, on May 10. Tickets will be $5 per person. There will be music by Glenn Cooke and his Symphonic Ensemble and a de luxe midnight buffet supper. It is hoped to realize a substantial amount for the club's chief charity project, the Milk Fund.

Many of the boys attended the state high school basketball tournament at the Auditorium and there'll be a lot of them at the ringside of the Zivic-Demaree fight at the Armory this week. Barker Theodore Hays, Minnesota Amusement company executive, is back after a winter in Florida.

Tent No. 13—Philadelphia

March 22 was Ladies Auxiliary Nite with over 150 Barkers and friends attending. Part of the receipts went to the Auxiliary for their charities. Milt Britton, band leader, was a guest of Harry Biben. Temporary headquarters for the national convention were set up in room 209. William A. MacAvoy put Miss Alma Del Rossi in charge of the office. Since her arrival, interest of the committee chairmen has doubled. Mr. and Mrs. Wilbur Evans (he appeared at the S-W Earle) were guests of Barkers Samuel D. Schwartz and John Turner.

Tent No. 17—Dallas

A diversified and unusual program was presented at the regular Monday luncheon of the Variety Club of Texas, Tent 17, held in the Palm Garden, Hotel Adolphus.

Highlighting the program was a book review given by Miss Evelyn Oppenheimer, widely known throughout the Southwest. Miss Oppenheimer's dynamic interpretation of the much discussed book "Out of The Night" by Jan Valtin, was avidly received by the entire group. Marking as it did, the first time the Club has presented a book review at the luncheon, Miss Oppenheimer made an instant hit and was asked to appear in a return engagement.

Among the prominent special guests introduced by Chief Barker Paul Short, were Ed Kuykendall, president of MPTOA, Nat Wolf, former Chief Barker of the Cleveland Variety Club, Chief of Dallas Police J. M. Welch and Brunner Penniman, well known Dallasite, who presented Lewis Sparkman, blind law graduate of the University of Texas. Mr. Sparkman announced the forthcoming drive for the Lighthouse for the Blind and was accompanied by his handsome Seeing Eye dog who captivated the audience with his devotion to his young master.

Other prominent special guests were members of the Loyd Rust family who were holding a family reunion, Miss Sybil Evans, sister of Barkers Duke and Ruffard Evans, Besa Short, head of Interstate's famed Short Subject department with two members of her staff, Miss Lois Cheaney and Mrs. Jon Dickinson. Barker Duke Evans was present nursing a broken arm and Barker Ruffard Evans was absent thereby losing the luncheon drawing prize.

Tent No. 23—Boston

Monday, March 31st, will be a day long to be remembered by Tent 23. It started about four in the afternoon with the arrival of John Harris, Bob O'Donnell and "Chick" Lewis for the charter presentation dinner that night. Through arrangements made by Harry Browning, Harris gave interviews to all of the newspaper men and women from the Boston papers and entertained them at a cocktail party.

At seven that night several hundred Barkers of Tent 23 together with guests assembled in the banquet hall where a buffet supper was served and which was followed by the showing of the two Variety Club reels.

Following the motion pictures Marty Mullin took the meeting in hand and started off by introducing Bob O'Donnell, head of Texas Interstate Theatres and assistant national chief barker of Variety. O'Donnell was followed by the introduction of Morris Wolf, organizer of the former Friars Club out of which developed Tent 23 for Variety; Ted Fleisher, Murray Weiss, Harold Stoneman, Bill Erbb, "Chick" Lewis and Al Kane.

Next speaker was John H. Harris who told, briefly, the always interesting story of Variety, how it started and how it grew into national prominence and importance. Harris' story was closely followed by the several hundred Barkers and guests because they had long wanted to hear that story direct from the lips of the man responsible for the whole idea.

At this point Mayor Tobin of Boston, and a Barker in Tent 23, was introduced and talked to the gathering with especial emphasis on the job they could and would do to help the needy and under-privileged of Boston. He closed his remarks with a warning to look ahead to the reaction which will follow the present widespread defense spending and warned the barkers that Tent 23 would have a terrific job to do then as well as now.

Next on the program was James Balmer, National Dough Guy, who inducted the barkers officially into the Variety Clubs.

Balmer's induction ceremonies followed the presentation of the charter, insignia of the Chief Barker and the Chief Barker's pin, presented by Harris to Marty Mullin, to which Mullin responded and told about the plans for enlarged and better quarters for the tent and its immediate aims for charity work in Boston. Mullin also pledged a turnout of between fifty and a hundred for the national convention in Atlantic City.

Tent No. 24—Charlotte

The Charlotte Club had its biggest week to date and everybody is happy. Forty-eight new members were approved and their cards delivered—20 resident and 28 non-resident—making a total of 109 paid members, and many applications now being posted on the Bull Board.

The Saturday night get-together was a huge success and the Sunday night dinner parties took on the semblance of a night club. Barker Benn Rosenwald, however, almost stole the show with the formal opening of the new MGM exchange, at which a buffet luncheon and cocktails were served. Many of the local Barkers were in attendance as well as many from all over the territory. Following the open house all out of town eligibles were invited to the club rooms for inspection and left applications for membership before leaving for their homes.

W. K. Laird, of Atlanta Tent No. 21, arrived in Charlotte Sunday to assume his duties at the Warner Bros. Exchange, as booker. He was formerly with the Sparks circuit.

Distinguished guests of the week include Mr. and Mrs. J. S. McLeod, General Manager of MGM exchanges from New York, Barker Rudolph Berger from Washington, William Marsh, of the MGM home office.





Above is a group snapped at the Boston Charter Presentation and Induction Dinner. Standing left to right are Ted Fleisher, Morris Wolf, Murray Weiss, James Balmer, Bill Erbb and Al Kane. Seated are Harold Stoneman, Bob O'Donnell, Joe Cifre, Mart Mullin, John Harris and "Chick" Lewis. At the right John Harris and Bob O'Donnell try their hands at bill posting to call attention to the national convention. The special 24 sheet to fill this unique location in the banquet hall, didn't arrive in time, so Harry Browning had the strip lettered in a hurry to fill the emergency.

The Box Office Slant

Footlight Fever

RKO Radio **Comedy** **67 mins.**

(Prod. No. 119, Nat'l Release, Mar. 21)

AUDIENCE SLANT: (Family) Those who liked "Curtain Call" will enjoy this one, too.

BOX OFFICE SLANT: Fair supporting material on dual bills.

Cast: Alan Mowbray, Donald McBride, Elisabeth Risdon, Lee Bonnell, Elyse Knox, Charles Quigley, Bradley Page, Chester Clute, Jane Patten, Georgia Backus. **Credits:** Produced by Howard Benedict. Directed by Irving Reis. Director of photography, Robert de Grasse. Art director, Van Nest Polglase. Story by Bert Granet. Screenplay by Ian McLellan Hunter and Bert Granet.

Plot: Mowbray and McBride are producers without money. How they get and nearly lose the money for a play provides the bulk of the laughs in the picture. The romance is provided by Lee Bonnell and Elyse Knox, the former an actor and the latter, niece of the wealthy woman who provides the money.

Comment: Those who liked "Curtain Call" may also get a kick out of this picture, which details the vicissitudes of a couple of producers who need money. There is a lack of production values and big names in the picture which alone are enough to relegate it to second place on double bills and the short running time makes it seem that the picture was destined for that spot, too. As such, it is satisfactory screen fare. There are some scenes which are too long drawn out and despite the fact that the film only runs 67 minutes, it could have been improved by cutting. Performances are standard, with most of the cast inclined to "mugg" a bit. Put a backstage setting in the lobby for a flash. Use all the standard comedy gags to sell it.

Catchline: "Broadway's shoe-string producers take a lacing."

Border Vigilantes

(Hollywood Preview)

Paramount **Western** **60 mins.**

(Prod. No. 4053—Nat'l Release, April 19)

AUDIENCE SLANT: (Family) Top flight fare for the outdoor addicts. Should please others looking for real entertainment.

BOX OFFICE SLANT: One of the best of this fine series.

Cast: William Boyd, Russell Hayden, Andy Clyde, Frances Gifford, Victor Jory, Ethel Wales, Morris Ankrum, Tom Tyler, Hal Taliaferro, Jack Rockwell, Britt Wood. **Credits:** Directed by Derwin Abrahams. Screenplay by J. Benton Cheney. Based on characters created by Clarence E. Mulford. Photography by Russell Harlan. Edited by Robert B. Warwick, Jr. Art director, Lewis J. Rachmil. Produced by Harry Sherman.

Plot: A group of vigilantes are having trouble with a gang of crooks who raid their shipments of silver, so they send for Hopalong Cassidy. He clears up the situation by discovering that the leader of the raiders is the top man among the vigilantes.

Comment: Another exciting epic in the life of "Hopalong Cassidy," and like its predecessors, a swell western with fine performances, direction and production. The picture is top-flight fare for the outdoor addicts and should please any others looking for real entertainment. It's one of the best of this fine series, with plenty of hard-riding, gun fights and red-blooded action. William Boyd and his side-kicks, Russell Hayden and Andy Clyde, again deliver their usual fine performances, aided by a better than average group of supporting players. Derwin Abrahams, making his directorial bow, rates a big hand for his work. Harry Sherman's production values, which include photography, musical score and art direction, are perfectly blended into the finished product; an excellent all-round job of picture making. Dress lobby in the usual western style. A large blowup figure of Boyd, in costume, will attract attention if placed on your marquee.

Catchline: "Hoppy helps the Vigilantes clean up their city."

Legion of Decency Ratings

(For Week Ending April 5)

SUITABLE FOR GENERAL PATRONAGE

Horror Island — A Very Young Lady
In Old Cheyenne — Pot O' Gold
Riders of Death Valley
Ellery Queen's Penthouse Mystery

SUITABLE FOR ADULTS ONLY

The Great Lie — Model Wife
Lady From Cheyenne

Horror Island

(Hollywood Preview)

Universal **Mystery** **60½ mins.**

(Prod. No. not set—Nat'l Release, Mar. 28)

AUDIENCE SLANT: (Adult) Okay for action fans.

BOX OFFICE SLANT: Lack of stellar names will hold this to a supporting spot.

Cast: Dick Foran, Leo Carrillo, Peggy Moran, Fuzzy Knight, John Eldredge, Lewis Howard, Hobart Cavanaugh, Walter Catlett, Ralf Harolde, Iris Adrian, Foy Van Dolsen, Emmett Vogan, Tommy Ryan, others. **Credits:** Directed by George Waggner. Associate producer, Ben Pivar. Screenplay by Maurice Tombragel and Victor McLeod from an original by Alex Gottlieb. Director of photography, Elwood Bredell. Film editor, Otto Ludwig.

Plot: Dick Foran, lazy and adventurous scion of a wealthy family, gets the idea from a treasure map brought in by Leo Carrillo, a sailor, for organizing week-end treasure hunt trips to an old island with a "pirate" castle—his only possession. He rigs it up for ghosts and other thrills. His first group, includes Peggy Moran, an heiress; the sailor, a private detective, a gangster, his cousin and an archaeologist. Three murders, highlight the first night there, before a solution is found.

Comment: For less critical audiences in the neighborhood and smaller city theatres, this mystery with a touch of humor and romance scattered throughout will prove a capable supporting feature, despite the fact that its lack of name players will make reduced pull at the box office. A tight budget prevented that attention to scenic details which might have helped to further the sought-for eerie feeling. Outstanding among the players are Hobart Cavanaugh as the archaeologist, Leo Carrillo as the sailor and—in minor parts, Walter Catlett and John Eldredge. Elwood Bredell's photography is equal to that found in many more ambitious productions. Any of the standard tricks in connection with treasure hunts may be revived to increase advance interest in this picture.

Catchline: "A modern treasure hunt meets murder."

Robbers of the Range

(Hollywood Preview)

RKO-Radio **Western** **61 mins.**

(Prod. No. 184—Nat'l Release, April 18)

AUDIENCE SLANT: (Family) Should prove popular among those seeking six-gun action. Packs a wallop in every foot.

BOX OFFICE SLANT: A swell number for the action spot on any program.

Cast: Tim Holt, Virginia Vale, Ray Whitley, Emmett Lynn, LeRoy Mason, Howard Hickman, Ernie Adams, Frank LaRue, Ray Bennett, Tom London, Ed Cassidy, Bud Osborne, George Melford, Malcolm McTaggart, Harry Harvey. **Credits:** Directed by Edward Killy. Screenplay by Morton Grant and Arthur V. Jones. Story by Oliver Drake. Director of photography, Harry Wild. Edited by Frederic Knudtson. Produced by Bert Gilroy.

Plot: Tim Holt is framed for a murder, in order that the crooked representatives of the railroads could obtain his ranch for a right of way. He impersonates a notorious outlaw and obtains employment with the railroad agents and finally succeeds in bringing them to justice.

Comment: Here's another in the Tim Holt series of westerns that should prove popular among those seeking six-gun action. The picture follows the usual sagebrush formula, with plenty of hard riding, fighting and gun play and packs a wallop in every foot, upholding the high standard of the series. Tim Holt's popularity will increase by leaps and bounds due to his fine performance in this film. Ray Whitley, Emmett Lynn and Virginia Vale head a very good supporting cast who neatly fulfill their parts in the general entertainment of the picture. Direction, production and photography are outstanding features, which make it a swell addition on the action spot of any program. Dress house staff in ten gallon hats. Western dressup of front and lobby will attract attention. Present the first ten patrons, on opening day, with photographs of Holt.

Catchline: "He turned robber to catch a robber."

Pot O' Gold

United Artists **Musical Comedy** **95 mins.**

(National Release, April 11)

AUDIENCE SLANT: (Family) Most moviegoers will find it pleasantly entertaining, but they won't rave about it. To build it up too high for them would result in a letdown from what they had expected.

BOX OFFICE SLANT: It has star values, a production name and a title with which nearly everyone is familiar. These assets should guarantee satisfactory results at the box office.

Cast: James Stewart, Paulette Goddard, Horace Heidt and his Musical Knights, Charles Winninger, Mary Gordon, Frank Melton, Jed Prouty, Dick Hogan, James Burke, Charlie Arnt, Donna Wood, Larry Cotton, Harry Rockquemore, William Gould, Aldrich Bowker. **Credits:** Produced by James Roosevelt. Directed by George Marshall. Story by Andrew Bennison and Monte Brice. Screenplay by Walter DeLeon from an idea by Haydn Roth Evans and Robert Brilmayer. Director of photography, Hal Mohr. Dance cinematographer, Harry Jackson. Dance direction, Larry Ceballos. Musical direction, Lou Forbes. Film editor, Lloyd Nosler.

Plot: Stewart, small town music shop owner, is persuaded by his uncle, Winninger, to join him in the Health Food business. In the big city, Stewart meets Paulette Goddard, Horace Heidt and band, and others whose musical practices so unnerve Winninger that he has to take a vacation. While

(Continued on Page 19)

Program Exchange

That's No Bull on Novelty Herald Put Out by Easson; Ingham's Swell Little Program

SO MANY programs have been coming our way during the past several weeks that we've run out of room. We've literally had to push them aside to get out of our office. So rather than push the programs aside, it was decided to make a little more room for us. As a result, workmen are busily hammering and sawing. As we write these lines, we can barely hear the tapping of the typewriter keys. We cannot, of course, hear the mechanism of our thinking apparatus at all, but we're sure it's working. And when it's all over, well—we'll be able to take care of all the programs sent to us. So, we urge every member to start mailing their programs today.

Somehow or other, during the alterations, some of our programs have gotten out of hand. Still, fortunately enough, there are a few on hand for us to peruse and comment on. Take that one from William Briemann at the Ambassador Theatre down Baltimore way. William is "beginning our spring parade of hits," and accordingly the front of his program shows it. His first four hits are "The Philadelphia Story," "Mr. and Mrs. Smith," "Western Union" and "Nice Girl?". He's certainly starting the parade in an auspicious manner, for all the aforementioned films are top-notch, believe us.

Up in Toronto, Canada, Manager A. Easson of the Oakwood Theatre is again distributing an effective advertising piece. This time it's a folder with a sketch of a cow on the front. Below the contented bovine is this line: "This Is No Bull." Inside the folder is "a message from the employes" in which they state that "we, in the picture theatre work, see a lot of good pictures in the course of a year, and it takes an unusual one to arouse any enthusiasm in our surfeited tastes, but at last we have seen a truly great picture, and this is it." The picture referred to is "Arizona." The folder is an excellent advertising novelty and could be used by other exhibitors on any better-than-average attraction.

We have received a number of programs from the Warner Chicago theatres. They're all so good we don't know where to begin first. But that Shore Theatre program interests us right now. Rather than being a program, however, it's more of a selling slant on the comfort of the theatre's seats. On the front is the sketch of a theatre chair, equipped by the artist with a smiling face. "Glad to meet you" is the caption underneath. Then, inside, under the heading, "A Comfortable Place to 'Park Your Cares'," is this attention-getting copy, supposedly what the seat would say if it could talk:

"I'm one of the big new roomy pushback seats at the Shore Theatre.

"I'm smiling because I'm glad, and I'm glad because people are always happy when they're sitting in me.

"I hear scandal, gossip and secrets. I am a comfortable seat for the lean ones and the fat ones, the shorts and the talls. Everybody is comfortable while they enjoy the show because I am the push-back type—no crowding getting in and out while you are seated! . . . and, goodness me! . . . how they do like those Shore Theatre Programs!

"The other day a man came in. He was worried and tired. I could tell by the way he slumped down in me. Pretty soon he commenced to sit up, a little later he was laughing and when he went out he patted me and said: 'Good old seat, you're the place to park cares'."

Even if your theatre isn't equipped with the push-back chair, you can edit this bit of institutional copy for your own use.

We wish we could reproduce a few more items to be found in those Chicago programs, but others are waiting and our space is limited, so we'll have to jump to another community—and this time it's Orange, Mass. Now what member of the Program Exchange is based at Orange, Mass.? Well, it so happens that a *new* member hails from there: Bob Ingham, manager of the Orange Theatre.

Bob has been on the verge of filing his application for membership a long time, but something always turned up to delay it.

"I certainly enjoy your Exchange," he writes, "and feel that as I find it so useful I should repay you in some way. I haven't much to offer, but I'll send along my contributions each week."

We appreciate deeply Bob's kind remarks, for we *have* striven, and will continue to make this department a source of helpful hints to those theatremen issuing programs. We appreciate, too, the Orange showman's promise to send along his contributions each week. We wish several other members would do the same thing.

For a "vest pocket program," Ingham's is a swell little sales messenger. Modestly, he asserts that it isn't much in the way of a novel program but that he makes the most of it by alternating between institutional copy and mats and a couple of good joke columns now and then. Well, we know better. Through his little house organ he conveys worthwhile selling messages with that "personal" touch, employs a sketch or cartoon now and then to get his message across. Just to show what we mean, we're reproducing one of his "covers" on this page. Look at it and take a lesson from Bob Ingham. We're happy to have him as a member.

But now the clock strikes twelve, and lunch awaits us, and we've used up all our available space. So what to do? Just stop here and arrange to be back on this page next week. See you then.



"Can't stop now, girls, have to hurry home and get dinner, another swell show at the ORANGE and I don't want to be late!"

Sketch Gets Message Across

Look at the ads in any consumer magazine and you'll find that many of them get their message across by depicting a certain situation through a sketch or a series of sketches. It is in this idiom that Bob Ingham, manager of the Orange Theatre, Orange, Mass., convinces his patrons of the "swell shows" at his theatre.

Member Added This Week

Bob Ingham, Orange Theatre, Orange, Mass.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

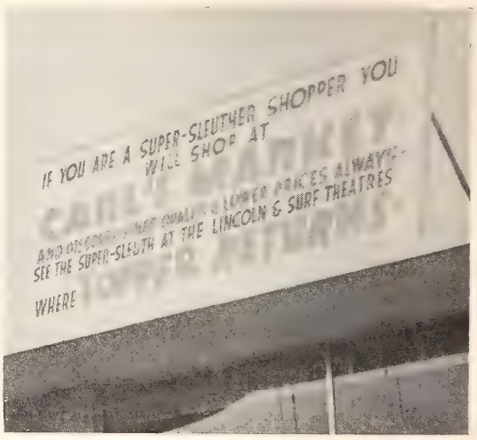
Radio Quiz on Diamonds Sells "South of Suez" in Bakersfield

A radio quiz which may be repeated in almost any situation, was promoted by Manager Frank Browne of the California Theatre, Bakersfield, Calif., in advance of "South of Suez." Questions in this particular instance were based on the mining of diamonds which forms the narrative background of the film.

In plugging other pictures, however, questions can be framed so that they bear directly on the personalities and story angles contained therein. The deal, if properly made, costs nothing except for passes which are given to contestants, jointly, in the name of the theatre and radio station.

Couple Bearing Suitcase Walks Belvedere Streets Selling Picture

A cute stunt for "Mr. and Mrs. Smith," was arranged by Manager Charles Bowser of the Golden Gate Theatre, Belvedere, Calif., when he assigned Kenny Nugent, an usher, and Patricia Holm, an usherette, to roam the streets, arm-in-arm like newlyweds, carrying a suitcase placarded with playdates, title and theatre. The two made an attractive pair, and evoked quite a bit of favorable comment for the date. Here's a gag that's easy to pull and is quite inexpensive.



Promotes Several Display Boards

One of the many swell stunts arranged by Carl Erbe for the Miami Beach showing of Hal Roach's United Artists release, "Topper Returns," was a tiein with one of the largest chain food markets in Florida which resulted in displays of appropriate boards, such as that shown above.

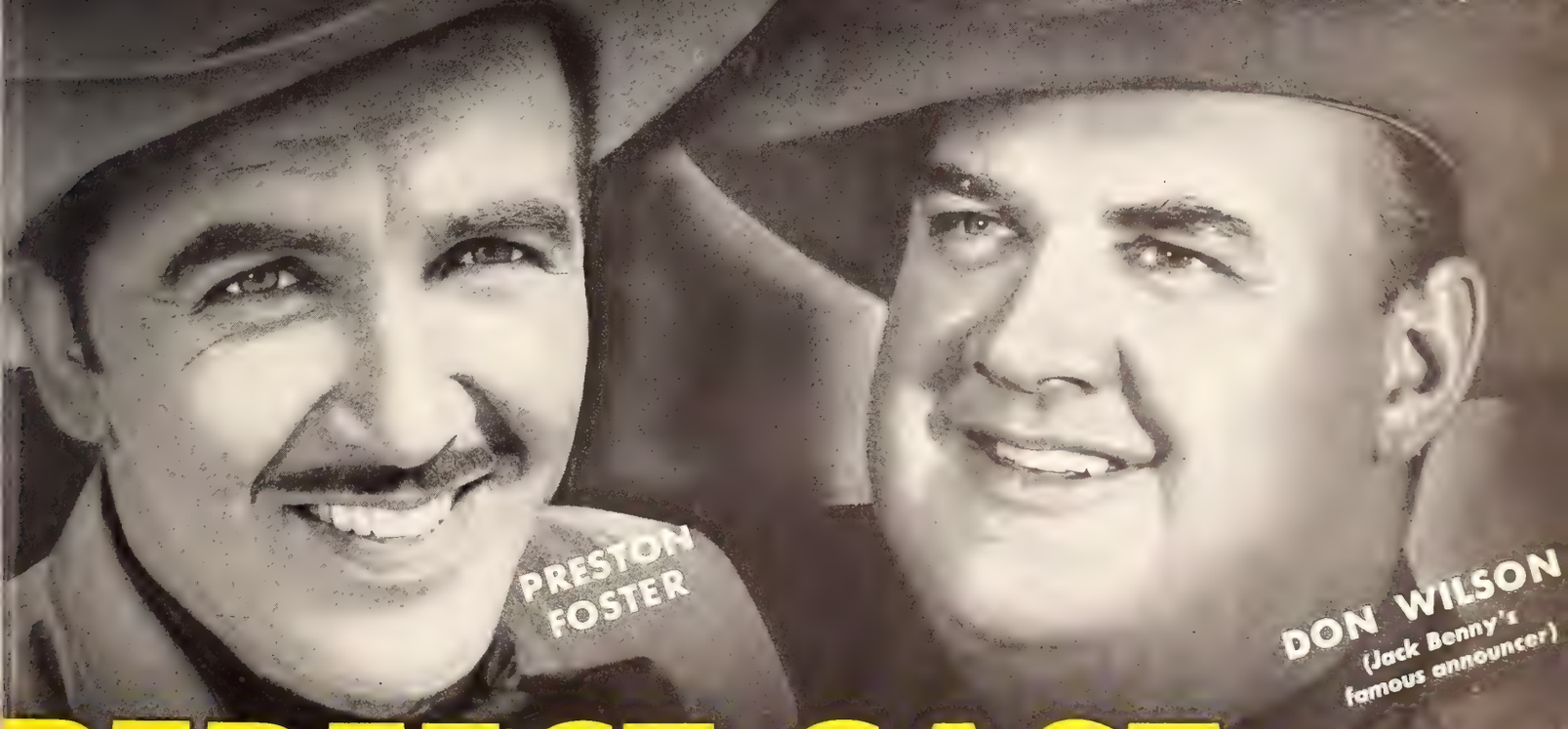
A ROUND-UP



RICHARD DIX

PATRICIA MORISON

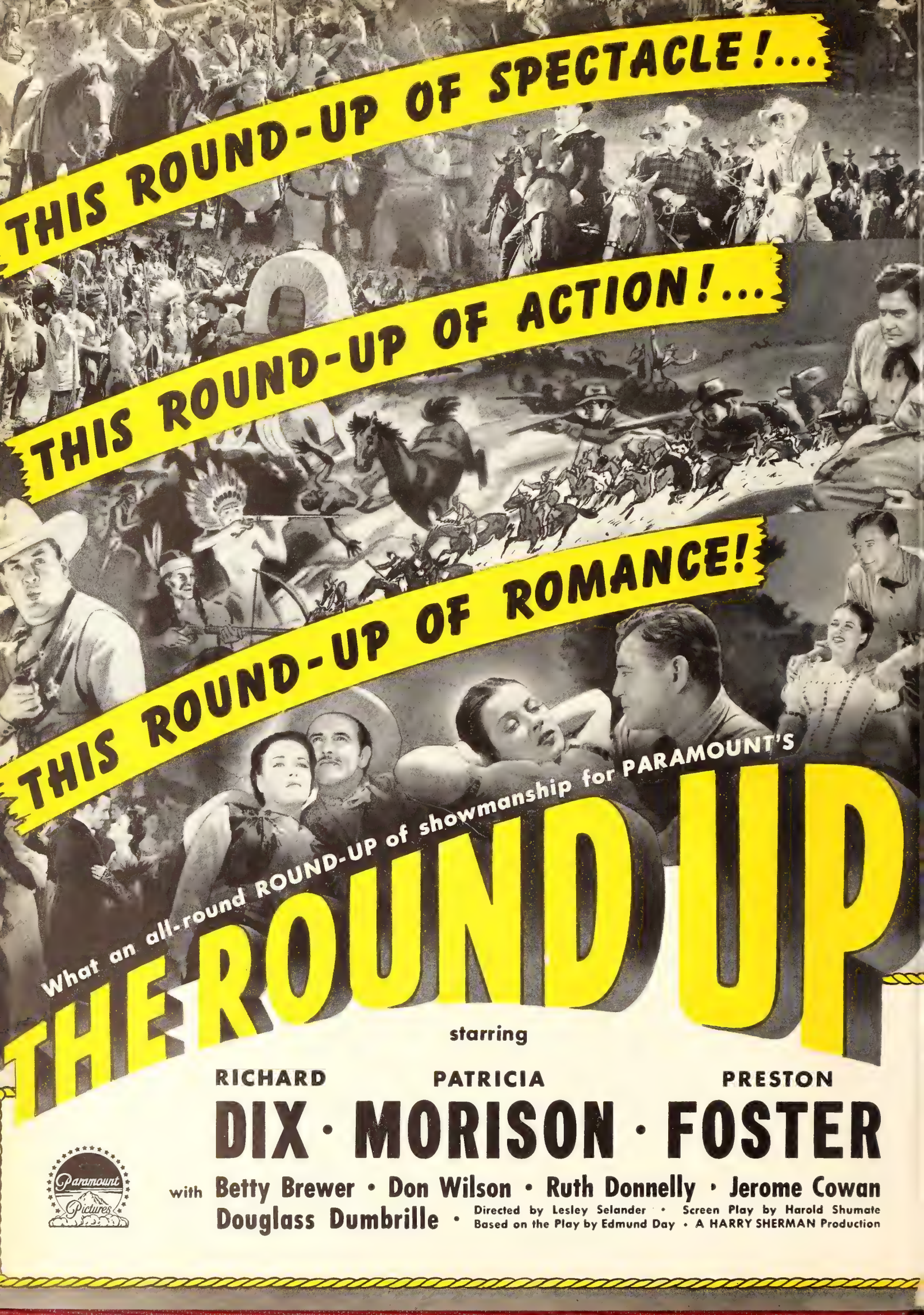
OF THE



PRESTON FOSTER

DON WILSON
(Jack Benny's famous announcer)

PERFECT CAST for...


THIS ROUND-UP OF SPECTACLE!...
THIS ROUND-UP OF ACTION!...
THIS ROUND-UP OF ROMANCE!
What an all-round ROUND-UP of showmanship for PARAMOUNT'S
THE ROUND-UP
starring
RICHARD DIX · PATRICIA MORISON · PRESTON FOSTER
with Betty Brewer • Don Wilson • Ruth Donnelly • Jerome Cowan
Douglass Dumbrille •
Directed by Lesley Selander • Screen Play by Harold Shumate
Based on the Play by Edmund Day • A HARRY SHERMAN Production
Paramount Pictures

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Girl, A Guy and A Gob	Mar. 8
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Philadelphia Story	Jan. 25
Sis Hopkins	This Issue
Son of Monte Cristo	Dec. 28
Thief of Bagdad	Dec. 14
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1

"So Ends Our Night" Is Given Breakfast Premiere by Deering

A new twist to the "early bird" matinee idea was successfuly executed for the "So Ends Our Night" engagement at Loew's, Houston, Texas, by Manager Francis Deering and Frank Bruner, United Artists representative, which resulted in "extra" money at the box-office.

Cashing in on the appropriate title of the picture, a special breakfast premiere was arranged for six o'clock on the morning of the opening. Tieing in with Henke & Pillot, leading department store in town, the theatre served coffee and doughnuts to the entire audience. This special "Movies for Breakfast" was plugged in ads, news stories, radio and special windows at Henke & Pillot.

A specially prepared trailer was used two weeks in advance, containing the following copy: "And how do you spend your nights? Working, playing or just sleeping? At any rate, here's a chance to end your night a little differently. You're invited to a Breakfast Premiere of 'So Ends Our Night.' Doors open at 6 a.m., with breakfast (coffee and doughnuts) on the house. Have breakfast with us—see the picture—and if you work, you'll be out by 8:30. We're not kidding—it's a grand way to end your night and start your day. Get up a party . . . Remember the time—and start the day right!"

Various Means Used to Exploit 'GWTW' Popular-Price Showings

Now that "Gone With The Wind" is being shown currently at popular prices, it is interesting to note what managers are doing to sell the picture in their respective communities. Bob Smith, of the Fox Theatre, Tucson, designed an unusual herald, which conformed in size, form and color to Confederate currency and bore the legend: "Nothing Cut But the Price." Star, title and theatre credits appear, together with the playdate and a reminder of its "limited engagement." The "currency" was distributed by hand and direct mail.

In San Francisco, the Warfield Theatre exploiteer, Graham Kislingbury, among many other tieups, arranged a number of cooperative campaigns with libraries and bookstores on the Margaret Mitchell novel, keynoting: "Nothing cut but the price."

In San Bernardino, Ernest Martin succeeded in breaking a precedent when city fathers permitted him to display a street banner on the main artery, seven days in advance and during the run of "GWTW."

Flower Show and Contest Can Be Spring Box Office Tonic

Get Cooperation of Local Boy Scouts and Campfire Girls; Promote the Prizes

A Spring tonic for your box office and a goodwill builder of tremendous potentialities is a Flower Show and Contest that should include specimens grown by home gardeners as well as professional horticulturists. It is good showmanship to take advantage of the love of blooms inherent in every human being. The calloused laborer . . . the tired business man . . . the lovely young bride . . . boys and girls, taught to love flowers in the Boy and Girl Scout groups—all respond to the compelling loveliness of nature's handiwork when and if they are given half an opportunity.

It takes the co-ordinated efforts of the manager, his staff and the co-operation of sundry other groups to make a success of this venture, however. Co-operation must be obtained from amateur horticulturists, and home gardening and flower-growing clubs in your community. Get in touch with these organizations, the Chamber of Commerce and other groups interested in beautifying your town.

Your foyer or mezzanine is the logical place for conversion into a bower of flowers. Your exhibits would consist, in the main, of wild flowers, also those that might be grown in the springtime by amateur gardeners. Entries should be solicited from as many groups as possible. Nearby nurseries and florists should be included for special exhibits and can be depended upon to help you execute plans for the event.

By all means obtain the co-operation of the real estate, home gardening and outdoor editors of your local newspapers. Naming them as judges of the contest, might help to secure their support in publicizing the undertaking. At any rate, with personal solicitation they will probably do everything they can, in their columns, to make the event a success.

In view of the emphasis upon appreciation of wild life given by the Boy Scouts and Campfire Girls, the co-operation of these two groups is desirable as well. The boys and girls could be helpful in contributing individual specimens of wild flowers to the exhibit. Collectively, their groups could assist with scoutcraft exhibits.

Book stores and libraries offer excellent tie-up possibilities, also channels for exhibits which might prove a valuable public service. It is well to begin checking now with your gardening clubs, the Chamber of Commerce, etc., to ascertain when wild flowers will be in full bloom so as to set the best dates for the show.

One more suggestion: After planning your display in the most attractive form, set aside a night for the award of prizes and advertise the event adequately. Meanwhile, promote prizes from local merchants. They will be glad to co-operate in return for credits. We'd suggest that you present the awards on your stage and have the winning blooms arrayed there.

Of course, we haven't covered the ground completely, but we hope that we have given you enough food for thought and that you have absorbed enough ideas to go on from here. Every good showman adapts ideas so that they completely cover local conditions.



'Cheers' for 40 Bannered Trucks

Tieing in with the largest magazine dealer in Chicago, Bill Hollander and his staff at Balaban & Katz arranged for the bannering of 40 trucks to ballyhoo the showing of Richard A. Rowland's United Artists release, "Cheers for Miss Bishop" at the United Artists Theatre.

"Auto Show" Turns Losing Week Into Winner for C. E. MacDonald

There's more than one way of keeping your foyer alive. One of the most inexpensive methods can be vouched for by Manager C. E. MacDonald of the United Artists Theatre, Berkeley, Calif.

Facing MacDonald was a losing week. He didn't see how he was going to get through it without a loss. Something must be done. Well, he contacted a local auto dealer and made arrangements to display two of the latest models in the foyer. He advertised the display as an Auto Show.

What patrons saw were two cars, well lighted so as to attract attention. And plenty of patrons saw them, too, because when the week was over "Mac" had taken in and added $250 which he would not have otherwise enjoyed, since the picture playing was not "box office." (It was the only one available at the time).

Of course, the cooperating dealer was pleased, too.

Next time you have to play a "cluck," you probably can "save the day" by putting on the same kind of foyer exhibit which proved so profitable to the United Artists management.

Heap Big Selling Stunt

Manager Evan Jeffrey, of the Grand Lake Theatre, Oakland, Calif., used an Indian Chief and his son to distribute heralds in advertising "North West Mounted Police." Chief White Eagle and his son made their p. a.'s in the foyer of the Grand Lake, amid rustic grandeur, which included a teepee. The entire front of the theatre was decorated to resemble the Canadian wilderness by Assistant Managers Kroll and Young.

THE WHOLE TOWN'LL TURN OUT TO SEE "SIS HOPKINS"

IF YOU USE THE SELLING SLANTS ON THIS PAGE

As these lines were being written, preparations were practically complete for the world premiere of "Sis Hopkins' which, by the time you read this, took place on April 4 at St. Louis, Mo. With the merchants and townsfolk cooperating wholeheartedly, proceeds of the premiere went to the Greek War Relief. The 5,000-seat Fox Theatre, where the picture opened, was filled to capacity, and up to the time of festivities it was thought that most likely another theatre or two might have to be used to take care of the overflow, but whether or not this was necessary we do not know. The day was proclaimed "Sis Hopkins Day" by Mayor Bernard F. Dickmann.

Thus "Sis Hopkins" got off to a flying start. Its progress toward further publicity is evidenced by the announcement of a series of special trade reviews in every key city in the United States on April 9, at which time exhibitors will have the opportunity to see the picture for themselves.

In line with Republic's new fan magazine budget, ads are scheduled to appear in a number of publications that will reach millions of people. Two of the ads are reproduced on this page. With all of this advance publicity, exhibitors should get their exploitation machinery in good working order. Many, no doubt, will remember the tremendous popularity of the first Judy Canova picture, "Scatterbrain," which surprised the skeptics by hanging up some pretty swell box office records in all parts of the country. And remembering, they'll make up their minds to be prepared for "Sis Hopkins," to exploit it with a bang-up campaign.

Plan Your Own "Sis Hopkins Day"

Part of the world premiere procedure can be carried out in connection with your own showing. For example, the day of the opening can be proclaimed "Sis Hopkins Day" by the Mayor. Merchants can hold "open house" and present many unusual values. Free transportation service for those in outlying parts of the city can be arranged. A banner (or banners) should be strung across the main street. If some local group sponsors the sale of tickets, booths can be placed at all important street intersections. You should plan a giant parade, with a local girl who previously has been adjudged the best counterpart of Judy Canova in a contest, heading the procession as honored guest. A band concert could be held in front of the theatre. All kinds of contests, such as sack races, tugs-of-war, etc., could be made a part of the proceedings. It'll take a lot of hard work to put over an affair of this magnitude, but we sincerely believe that every bit of effort expended will be doubly repaid at the box office.

In your advance ads, it might be a good idea to refer to Judy Canova as "the sensational star of 'Scatterbrain'." "Scatterbrain" was much talked-about among moviegoers, and any reference you make concerning it will be to your benefit.

For that rural aspect, a hay wagon ballyhoo would be ideal. Load a flat-bottomed wagon with hay, put a small local band on top, along with some girls attired in farmerette costumes, place a banner on each side, and let a team of horses draw the wagon around town. While the ballyhoo SHOULD get plenty of attention, make sure it DOES by announcing that the girls will release several balloons, to some of which are attached guest tickets.

Other street ballyhoos could consist of (1) a girl in "Sis Hopkins" costume walking the streets, visiting stores and riding street cars and buses, carrying a suitcase on which is lettered "I'm Going to See 'Sis Hopkins'"; (2) a man and woman in rural outfits riding a battered jaloppy on the side of which is painted: "We Don't Get to Town Often, but We Just Had to See 'Sis Hopkins'."

At a local night club or dance hall a "Sis Hopkins Ball" might be staged, if you can convince the management of its practicability. Those attending would wear rural costumes, and modern swing dances might be interspersed with a few square dances. Songs from the picture could be played.

An SHR Showmanalysis (REG. U. S. PAT. OFF.)



Your Patrons Will See Them

Here are two of the ads which Republic will run in fan magazines. One of the ads in the press book is patterned after those illustrated above. If you'd like to make up your own, just cut out various ad elements for illustration and write your copy in the same style as that contained in these ads. It would be a welcome change from the ordinary layout, and the public would associate your ad with those they saw in their favorite magazines.

Prizes could be awarded for the best dancers in different classifications. A large blowup of Judy Canova as "Sis Hopkins" should be placed on the wall above the orchestra, and the hall or night club should be decorated in village barn style. Incidentally, perhaps you could get a local sorority or fraternity group to sponsor the affair.

Earlier in this Showmanalysis a "Sis Hopkins" Contest was mentioned. Here are a few details to help you in putting it over: Get the newspaper to cooperate with you by announcing the contest and inviting local girls to send in photos of themselves in hillbilly costumes. The girl who best typifies the "Sis Hopkins" character would receive prizes donated by merchants. She could appear at any or all functions held in connection with the picture.

On your stage could be held a contest for the best and most original "Sis Hopkins" costumes, the audience to judge the winners. Likewise, a freckle-faced contest between be-speckled boys and girls could be staged.

Plenty of Tie-up Opportunities

There are many opportunities for cooperative ads. Put these still numbers in your hat and order them from your exchange when you order the rest of your accessories: Still 45 (women's shops); Stills 67 and 50 (beauty shop); Still 24P (kitchen utensil store); Still 118 (men's shop); Stills 29 and 54 (beauty shop or department store); Still 151 (music shop); Still 94 (men's hat shop); Stills 86 and 117 (furniture stores). If your newspaper fashion editor wants some attractive art, show her Stills 63, 170 and 46.

An unusual stunt would be to select some mountain girl who has never seen a picture before, bring her to town and give her the time of her life. Local stores could "dress" her, and a cooperating hotel could have her as its guest. Should such a girl be unavailable, find an old lady. Either way, the stunt can get you lots of publicity and create plenty of comment.

Screenplay by Jack Townley, Milt Gross and Edward Eliscu. Original story by F. McGrew Willis. Director, Joseph Santley. Associate Producer, Robert North.

On the music angle, music shop tieups should be made on Bob Crosby's Decca recordings (Look At You, Look At Me; Well! Well! Well!; Sugar Foot Stomp; South Rampart Street Parade) and also on the picture's other songs. Have the numbers broadcast over the local radio station; play them in connection with street ballyhoos and via a loudspeaker in front of your theatre.

Lend a rustic atmosphere to your lobby, yet at the same time use cut-out musical notes, blowups of dancing girls, several comedy stills, and large heads of the principal players to get across to your patrons the film's entertainment assets. Have your ushers and doormen wear rube costumes; the cashier, a farmerette outfit.

Get plenty of posters and window cards in the surrounding rural areas, for a large part of your patronage will come from there if they know you're showing the picture. Arrangements might be made with county school officials to have the kids brought to town in buses for special "Sis Hopkins" school matinees.

The Box Office Slant

Pot O' Gold

(*Continued from Page* 13)

he is away, the musical gang get on his radio program. In a quarrel with Stewart, Paulette announces that a large sum of money will be given away. Frantically the group tries to find a lawful method of so doing, succeeds just as the broadcast begins. Winninger hurries home to stop everything, but the idea's success makes him happy.

Comment: Although pleasantly entertaining, James Roosevelt's initial venture as a producer won't garner too much praise from audiences. For one thing, it's a little too long, with the result that the feud between music-hating Winninger and music-loving Stewart, Goddard, Heidt, et al, becomes tiresome. Then, too, the photography, not of the best, detracts from the quality of many scenes. The dance sequence, of course, is rhythmic, yet so elaborate it could only happen in a movie, never in a genuine radio broadcast. James Stewart is satisfactory in a leading role that doesn't do justice to his talents, while Paulette Goddard, despite the photography, is as attractive as ever. One gets the impression, however, that these two, as well as Charles Winninger, are far above what the picture has to offer, since the loosely-knit plot is more or less inconsequential. Most patrons will place the picture in the "pretty good" classification; few will go out of their way to recommend it to others. It does, however, in view of its cast, producer and well-known title, have strong box office possibilities, and many exhibitors, especially in the average communities, will make money with it. Your selling campaign should include, among other angles, tieups with the real Pot O' Gold broadcast, music shops and department stores, plus newspaper promotions and street and lobby ballyhoo stunts.

Catchline: "A 'Pot O' Gold'-en entertainment . . . chockful of dancing, music and lively merriment."

Mr. District Attorney

Republic **Comedy-Drama** **69 mins.**

(Prod. No. 12—Nat'l Release, March 26)

AUDIENCE SLANT: (Adult) Average melodrama interspersed with humorous touches should please in average communities.

BOX OFFICE SLANT: Linking of title with familiar radio program should bring satisfactory returns. The picture itself, however, is not quite capable of standing on its own unless booked for the weekend with a strong program of shorts or with a western.

Cast: Dennis O'Keefe, Florence Rice, Peter Lorre, Stanley Ridges, Minor Watson, Charles Arnt, Joan Blair, Charles Halton, Alan Edwards, George Watts, Sarah Edwards, Helen Brown. **Credits:** Associate Producer, Leonard Fields. Directed by William Morgan. Original screenplay by Karl Brown and Malcolm Stuart Boylan. Based on the Phillips H. Lord radio program "Mr. District Attorney." Director of photography, Reggie Lanning. Art direction, John Victor Mackay. Musical direction, Cy Feuer. Film editor, Edward Mann.

Plot: Harvard graduate O'Keefe gets his first job on the district attorney's staff, bungles it, is assigned to a minor case, then literally stumbles on the d.a.'s biggest case, solves it with the aid of newspaperwoman Florence Rice after nearly bungling that one, too.

Comment: Despite good acting and a plausible story, "Mr. District Attorney" winds up as fairly satisfying melodrama interspersed with moments of humor. Fans expecting a lot of action won't get it until the final reel when the inevitable chase takes place. One has to pay particularly close attention to the proceedings at hand or he misses essential details of the plot. In the radio program, the crusading district attorney himself is the hero, while here his bungling assistant finally claims the honors. Dennis O'Keefe, Florence Rice, Stanley Ridges and Minor Watson give creditable performances, while Peter Lorre is in his customary dramatic sphere as the "missing link" in the case who lurks in dark corners. The picture is not quite strong enough to stand on its own unless booked as a weekend attraction supported by a well-balanced selection of shorts, or is paired with a western. Run ads on the radio page and arrange spot announcements preceding or following the radio program from which the picture was adapted. There are a number of good tieups available of which exhibitors should take advantage.

Catchline: "Radio's most colorful character . . . now brought to the screen in a gripping drama."

The Lady From Cheyenne

Universal **Comedy-Drama** **87 mins.**

(Prod. No. not set—Nat'l Release, April 11)

AUDIENCE SLANT: (Adult) Frontier comedy-drama with strong feminine appeal should please generally.

BOX OFFICE SLANT: With such assets as a splendid cast, an intriguing title and a well-known producer-director, it should chalk up excellent grosses.

Cast: Loretta Young, Robert Preston, Edward Arnold, Frank Craven, Gladys George, Jessie Ralph, Stanley Fields, Willie Best, Samuel S. Hinds, Spencer Charters, Clare Verdera, Alan Bridge, Joseph Sawyer, Ralph Dunn, Harry Cording, Charles T. Aldrich, Dorothy Granger, Marion Martin, Gladys Blake, Sally Payne, Iris Adrian, June Wilkins, Charles Williams, Erville Alderson, Emmett Vogan, Roger Imhoff, William Davidson, James Kirkwood, Emory Parnell, Charles Ray. **Credits:** Produced and directed by Frank Lloyd. Associate Producer, Jack Skirball. Screenplay by Kathryn Scola and Warren Duff. Based on an original story by Jonathan Finn and Therese Oaks. Director of photography, Milton Krasner. Art direction, Jack Otterson. Musical direction, Charles Previn.

Plot: Naive Loretta Young comes to Laraville, a frontier town, and buys a lot from crooked Edward Arnold, who seeks to run the town. When he attempts to get it back to gain control of the water supply, Loretta tries to fight him, but gets no support from the men. She goes to Cheyenne, succeeds in putting through a bill on woman suffrage, returns to see Arnold convicted by a feminine jury.

Comment: Though its setting is the Wyoming frontier, this comedy-drama provides a new slant on the situation—that of woman's suffrage. Despite the fact that the film is no "super-super," it is still excellent entertainment with an appeal for the women as well as for the men. Loretta Young, as the school teacher who foils a lot of crooked politicians, has here a role perfectly suited to her talents. Robert Preston does capably in the leading male role and Edward Arnold enacts another of his familiar villainous characterizations. Comedy is uppermost throughout, although there are frequent spurts of action, and skulduggery, and Producer-Director Frank Lloyd has skilfully blended these components into a smoothly-paced screenplay. Because of the woman's suffrage theme, such stunts as honoring a local woman for her achievements by designating her as "The Lady From Blank City," placing a local group of women in charge of your theatre or the city during the engagement, and arranging contests solely for women should be utilized in your campaign. Likewise, the picture's action and comedy should be stressed.

Catchline: "She used a woman's wiles to tame the wildest west."

King Of The White Elephant

Pridi Productions **Period Drama** **66 mins.**

AUDIENCE SLANT: (Family) Average patrons will find it somewhat slow.

BOX OFFICE SLANT: Good exploitation possibilities in big city transient situations.

Cast: Renu Kritayakorn, Suvat and Pairin Nilsen, Luang Srisurang, Pradab Rabilvongse, Vaivit V. Pitaks, Luang Smak. **Credits:** Directed by Sunh Vasudhara. Art direction by M. C. Yachai Chitrabongse.

Plot: Drawing a parallel between the Thailand (Siam) of King Chakra, whose homeland is overrun by the King of Honsa's alliance with the Mogul, with present-day world conditions, the film points a moral in showing how courage and loyalty can rout the aggressors. Aided by a sacred white elephant, King Chakra's legions put the invader to flight and he marries the Lord Chamberlain's daughter at the end.

Comment: Due to the fact that the actors, all native Thailanders where the 16th Century costume picture was made, had to be taught English before shooting began, the dialogue is difficult to understand. Most of the picture is told in narrative form complicating matters. The outdoor scenes showing the elephant hunt are interesting but the rest of picture from a technical standpoint cannot be rated with the average American production.

Catchline: "The courage of his people routs the foreign invaders, then King Chakra marries the fairest of his subjects."

(For booking information write the "King of White Elephant" Company, Hotel Victoria, Seventh Avenue and 51st St., New York.)

The Devil and Miss Jones

RKO-Radio **Comedy** **92 mins.**

(Prod. No. 122—Nat'l Release, April 11)

AUDIENCE SLANT: (Family) It's so full of laughs they overlap, with the result that many of the lines may be lost. Here is excellent audience entertainment.

BOX OFFICE SLANT: To get maximum grosses, you'll probably have to get behind it with a terrific campaign. But get 'em in on opening day, and the raves will keep 'em coming after that.

Cast: Jean Arthur, Robert Cummings, Charles Coburn, Edmund Gwenn, Spring Byington, S. Z. Sakall, William Demarest, Walter Kingsford, Montagu Love, Richard Carle, Charles Waldron, Edwin Maxwell, Edward McNamara, Robert Emmett Keane. **Credits:** Produced by Frank Ross. Directed by Sam Wood. Written by Norman Krasna. Production designed by William Cameron Menzies. Director of photography, Harry Stradling. Special effects by Vernon L. Walker. Musical direction, Roy Webb. Film editor, Sherman Todd.

Plot: Coburn, department store tycoon, is hated by his employes, although they do not know him. Determined to find out what's wrong, he becomes an employe of the store, is taken in hand by Jean Arthur who believes him a pathetic old man, falls in love with Spring Byington, discovers the store's manager is a tyrant, arranges a walkout of the employes, then reveals his real identity and promises better working conditions for all.

Comment: Despite its timeliness, what with employer-employe troubles vieing with the war for top news headlines, the pot of this delightfully amusing comedy seems wholly new and refreshing. Perhaps that's because of the exceedingly clever manner in which it has been handled. In any event, "The Devil and Miss Jones" is excellent audience entertainment with such a wealth of laugh-provoking lines that the over-hanging guffaws are going to drown out some of them. Charles Coburn scores in the finest performance he has ever given; for once, dignity goes by the board, and he "lets go" to

(*Continued on Page* 21)

HERE'S HOW 1940-41 PROGRAMS STAND

COLUMBIA

COMPLETED

2201 Durango Kid (W)
2032 Fugitive From a Prison Camp
2209 Prairie Schooners (W)
2018 So You Won't Talk?
2030 Nobody's Children
2202 West of Abilene (W)
2038 Girls Under 21
2016 Blondie Plays Cupid
2210 Beyond the Sacramento (W)
2021 Lone Wolf Keeps a Date
2012 Escape to Glory
2024 Ellery Queen, Master Detective
2203 Thunder Frontier (W)
2031 Great Plane Robbery
2033 Phantom Submarine
2101 Arizona
2211 Wildcat of Tucson (W)
2005 This Thing Called Love
2204 Pinto Kid (W)
2029 Face Behind the Mask
2028 Devil Commands
2212 Across the Sierras (W)
2006 Adam Had Four Sons
2205 Outlaws of the Panhandle (W)
2027 Meet Boston Blackie
2044 Missing Ten Days
2015 Blondie Goes Latin
2022 Lone Wolf Takes a Chance
2025 Ellery Queen's Penthouse Mystery
2213 North from the Lone Star (W)

BEING EDITED

Big Boss
Great Swindle
Time Out for Rhythm
Under Age
They Dare Not Love
Her First Beau
Naval Academy
Return of Daniel Boone (W)
Penny Serenade
She Knew All the Answers
Senate Page Boys

IN PRODUCTION

Hands Across the Rockies (W)
Officer and the Lady

METRO-GOLDWYN-MAYER

COMPLETED

101 Dr. Kildare Goes Home
102 Wyoming
105 Sky Murder
103 Strike Up the Band
104 Haunted Honeymoon
106 Dulcy
107 Third Finger, Left Hand
109 Hullaballoo
108 Escape
110 Bittersweet
111 Gallant Sons
112 Little Nellie Kelly
124 Bad Man
132 Men of Boystown
115 Dr. Kildare's Crisis
114 Go West
119 Philadelphia Story
113 Comrade X
120 Land of Liberty
116 Keeping Company
117 Flight Command
122 Come Live With Me
118 Maisie Was a Lady
121 Wild Man of Borneo
128 Rage in Heaven
127 Free and Easy
123 Blonde Inspiration
129 The Penalty
131 Washington Melodrama
126 Andy Hardy's Private Secretary

BEING EDITED

Billy the Kid
Love Crazy
130 Ziegfeld Girl
A Woman's Face

IN PRODUCTION

Dr. Jekyll and Mr. Hyde
The Uniform
Man From the City
Marx Bros. (untitled)
Blossoms In the Dust
Lady Be Good
People vs. Dr. Kildare

MONOGRAM

COMPLETED

The Ape
Drums of the Desert
Ol' Swimmin' Hole
Outsider
Orphans of the North
Range Busters (W)
That Gang of Mine
Trailin' Double Trouble(W)
Chamber of Horrors
Phantom of Chinatown
West of Pinto Basin (W)
Take Me Back to Oklahoma (W)
Her First Romance
Trail of the Silver Spur (W)
Pride of the Bowery
Rollin' Home to Texas (W)
You're Out of Luck
Prairie Schooldays
Dead Man's Shoes
Flying Wild
Ridin' the Cherokee Trail (W)
Sign of the Wolf

BEING EDITED

Kid's Last Ride (W)
Roar of the Press
Tumbledown Ranch in Arizona (W)
Phantom Killer

IN PRODUCTION

King of the Zombies
Red Head
Pioneers (W)

PARAMOUNT

COMPLETED

4001 Rhythm on the River
4002 I Want a Divorce
4003 Rangers of Fortune
4004 The Quarterback
4005 Cherokee Strip
4006 Moon Over Burma
4007 Christmas in July
4008 Dancing on a Dime
4009 Arise My Love
4011 Night at Earl Carroll's
4050 Three Men From Texas (W)
3946 North West Mounted Police*
4012 Texas Rangers Ride Again
4014 Second Chorus
4010 World in Flames
4013 Love Thy Neighbor
4015 Victory
4051 Doomed Caravan (W)
4016 Life With Henry
4019 Virginia
4020 Monster and the Girl
4052 In Old Colorado (W)
4018 Mad Doctor
4017 You're the One
4022 Lady Eve
4021 There's Magic in Music
4024 Round-Up
4033 Border Vigilantes (W)
I Wanted Wings
4025 Road to Zanzibar
4023 Las Vegas Nights
4026 Power Dive

* 1939-40 *Program*

(PARA.) BEING EDITED

Reaching for the Sun
Shepherd of the Hills
Caught in the Draft
New York Town
One Night in Lisbon
Kiss the Boys Goodbye
West Point Widow
Wide Open Town (W)
Pirates on Horseback (W)

IN PRODUCTION

Hold Back the Dawn
Skylark
Mr. Bug Goes to Town†
Aloma of the South Seas
Buy Me That Town
Great Man's Lady
Night of Jan. 16th
Parson of Panamint
World Premiere
Nothing But the Truth

† 1941-42 *Release*

RKO-RADIO

COMPLETED

171 Ramparts We Watch
101 Men Against the Sky
102 Dreaming Out Loud
103 I'm Still Alive
181 Wagon Train (W)
105 Villain Still Pursued Her
107 Laddie
104 They Knew What They Wanted
106 Too Many Girls
111 Mexican Spitfire Out West
109 Li'l Abner
108 You'll Find Out
113 Remedy for Riches
124 Melody for Three
125 Repent at Leisure
182 Fargo Kid (W)
115 Let's Make Music
110 Little Men
114 No, No, Nanette
112 Kitty Foyle
161 Convoy
116 Saint in Palm Springs
121 Play Girl
183 Along the Rio Grande (W)
117 Mr. and Mrs. Smith
118 Citizen Kane
120 A Girl, a Guy and a Gob
123 Scattergood Baines
184 Robbers of the Range (W)
119 Footlight Fever
122 Devil and Miss Jones

BEING EDITED

128 They Met in Argentina
129 Hurry, Charlie, Hurry
Sunny

IN PRODUCTION

Bambi
Reluctant Dragon
Parachute Battalion
Before the Fact
126 Tom, Dick and Harry
Devil and Daniel Webster
Scattergood Pulls the Strings

REPUBLIC

COMPLETED

71 Tulsa Kid (W)
61 Oklahoma Renegades (W)
63 Ride, Tenderfoot, Ride (W)
17 Girl From Havana
51 Colorado (W)
62 Under Texas Skies (W)
72 Frontier Vengeance(W)
5 Melody and Moonlight
1 Hit Parade of 1941
52 Young Bill Hickok(W)
6 Who Killed Aunt Maggie?
7 Friendly Neighbors
63 Trail Blazers (W)
41 Melody Ranch
12 Mr. District Attorney
2 Sis Hopkins
73 Texas Terrors (W)
18 Meet the Missus
8 Barnyard Follies
53 Border Legion (W)
9 Behind the News
64 Lone Star Raiders (W)
19 Bowery Boy
74 Wyoming Wildcat (W)
44 Ridin' on a Rainbow (W)
54 Robin Hood of the Pecos (W)
20 Petticoat Politics
10 Arkansas Judge
75 Phantom Cowboy (W)
11 A Man Betrayed
65 Prairie Pioneers (W)
21 Great Train Robbery
55 In Old Cheyenne (W)
76 Two Gun Sheriff (W)
45 Back in the Saddle (W)

BEING EDITED

Lady from New Orleans
Singing Hills (W)
Rookies on Parade

IN PRODUCTION

Pals of the Pecos (W)
Country Fair
Gay Vagabond
Sheriff of Tombstone (W)

20th CENTURY-FOX

COMPLETED

101 The Man I Married
104 Girl From Avenue A
103 Return of Frank James
106 Pier 13
109 Young People
110 Charlie Chan at the Wax Museum
105 Elsa Maxwell's Public Deb No. 1
116 Yesterday's Heroes
107 Brigham Young—Frontiersman
108 Gay Cabellero
113 Down Argentine Way
114 Night Train
111 Great Profile
117 Mark of Zorro
102 Street of Memories
119 Youth Will Be Served
120 Tin Pan Alley
Bride Wore Crutches
122 Jennie
123 Chad Hanna
115 Hudson's Bay
121 Murder Over New York
124 Michael Shayne, Private Detective
125 Romance of the Rio Grande
127 Girl in the News
129 Ride Kelly Ride
128 Tall, Dark and Handsome
131 Scotland Yard
126 Western Union
130 Golden Hoofs
132 Murder Among Friends
132 Tobacco Road
137 That Night in Rio
118 Charter Pilot
134 Sleepers West
136 Dead Men Tell
138 Ride On, Vaquero

BEING EDITED

For Beauty's Sake
Very Young Lady
135 Outlaw
Cowboy and the Blonde
Great American Broadcast

(20TH-FOX) IN PRODUCTION

Blood and Sand
Miami†
Man Hunt
Sun Valley
Man With the Shovel

† 1941-42 *Release*

UNITED ARTISTS

Sold 24 pictures as follows: Chaplin—1, Goldwyn—1, Korda—3, Selznick—2, Wanger—2, Small—1, Roach—5, Lesser—1, Lubitsch—1, Loew-Lewin—2, Roosevelt—2, Rowland—1, Pascal—1, Corfield—1.

COMPLETED

Foreign Correspondent (Wanger)
Long Voyage Home (Wanger)
Cheers for Miss Bishop (Rowland)
So Ends Our Night (Loew-Lewin)
Pastor Hall (Roosevelt)
Westerner (Goldwyn)
Great Dictator (Chaplin)
Thief of Bagdad (Korda)
Road Show (Roach)
Blackout (Corfield)
Son of Monte Cristo* (Small)
Topper Returns (Roach)
Pot O' Gold (Roosevelt)
That Uncertain Feeling (Lubitsch)
That Hamilton Woman (Korda)
Major Barbara (Pascal)

* 1939-40 *Program*

BEING EDITED

Broadway Limited (Roach)
New Wine (Gloria)

UNIVERSAL

COMPLETED

5013 Argentine Nights
5006 Hired Wife
5051 Leather Pushers
5020 Mummy's Hand
5046 The Fugitive
5001 Spring Parade
5019 Diamond Frontier
5024 Slightly Tempted
5023 Meet the Wildcat
5036 I'm Nobody's Sweetheart Now
5061 Ragtime Cowboy Joe (W)
5062 Law and Order (W)
5021 Sandy Gets Her Man
5063 Pony Post (W)
5007 Seven Sinners
5017 A Little Bit of Heaven
5052 Devil's Pipeline
Horror Island
Man Made Monster
5057 Dangerous Game
5041 Mister Dynamite
5043 Lady From Cheyenne
5015 One Night in the Tropics
5010 Bank Dick
5026 Margie
5025 Give Us Wings
5053 Lucky Devils
5008 Dark Streets of Cairo
5027 San Francisco Docks
5030 Where Did You Get That Girl
5018 Invisible Woman
5064 Boss of Bullion City (W)
5032 Meet the Chump
5011 Buck Privates
5022 Six Lessons From Madame La Zonga
5002 Back Street
5003 Nice Girl
5065 Bury Me Not on the Lone Prairie (W)
Man Who Lost Himself
Double Date

BEING EDITED

Model Wife
Cracked Nuts
Mutiny in the Arctic
Flame of New Orleans
Sing Another Chorus
Hit the Road
Black Cat
Oh, Charlie

IN PRODUCTION

Sandy Steps Out
Hello Sucker
Men of the Timberlands
Unfinished Business
Tight Shoes

WARNER BROTHERS

COMPLETED

519 Calling All Husbands
554 No Time For Comedy
506 City For Conquest
502 Knute Rockne—All American
569 Father Is a Prince
511 Dispatch From Reuter's
561 Tugboat Annie Sails Again
570 Always a Bride
562 East of the River
513 South of Suez
552 The Letter
512 Lady With Red Hair
571 She Couldn't Say No
551 Santa Fe Trail
503 Four Mothers
572 Case of the Black Parrot
514 Flight From Destiny
520 Father's Son
556 High Sierra
510 Honeymoon for Three
509 Footsteps in the Dark
559 Strawberry Blonde
515 Great Mr. Nobody
Shot in the Dark
Great Lie
Meet John Doe
Knockout
Here Comes Happiness
Sea Wolf
Shadows on the Stairs
Strange Alibi

BEING EDITED

Wagons Roll at Night
Kisses For Breakfast
Miss Wheelwright Discovers America
Highway West
Nurse's Secret
Affectionately Yours
Singapore Woman
Bride Came C.O.D.
Three Sons O'Guns
Passage From Hong Kong
Shining Victory
Thieves Fall Out

IN PRODUCTION

Gentle People
Bad Men of Missouri
Dive Bomber
Flight Patrol
Sergeant York
Man Power
Underground

The Box Office Slant

The Devil and Miss Jones

(*Continued from Page* 19)

register heavily as the real star of the film, in spite of the excellent work on the part of Jean Arthur (who gets star billing), Robert Cummings and Spring Byington. With Norman Krasna's corking script, Sam Wood has flawlessly directed the proceedings. Above-the-average photography is a distinguishing characteristic of the picture. The scheduled Easter release should be welcomed by exhibitors, for this comedy is an ideal booking for this season of the year. It may require a little extra selling effort to score successfully at the box office, but once a houseful of patrons have seen it, they'll all be walking advertisements.

Catchline: "Swing into Spring with the gayest, freshest, brightest comedy romance you could ever hope for."

The Great Lie

Warner Bros. Drama 107 mins.

(Prod. No. Not Set—Nat'l Release, April 12)

AUDIENCE SLANT: (Adults) Outstanding dramatic entertainment that will find enthusiastic favor with the women. Men, too, will like it.

BOX OFFICE SLANT: If Bette Davis' past films have scored at your theatre, this one should too. It deserves special selling.

Cast: Bette Davis, George Brent, Mary Astor, Lucile Watson, Hattie McDaniel, Sam McDaniel, Grant Mitchell, Russell Hicks, Thurston Hall, Charles Trowbridge, Jerome Cowan, J. Farrell MacDonald, Addison Richards, Doris Lloyd. **Credits:** Executive Producer, Hal B. Wallis. Associate Producer, Henry Blanke. Directed by Edmund Goulding. Screenplay by Lenore Coffee. From the novel by Polan Banks. Director of photography, Tony Gaudio. Art direction, Carl Jules Weyl. Film editor, Ralph Dawson.

Plot: Bette Davis has won George Brent from her rival, Mary Astor, concert pianist, after his marriage to Mary has been declared illegal. When he is believed killed in a South American survey flight, Bette agrees to take Mary's expectant child and raise it as her own, with Mary to continue her career. When Brent returns, Mary tries to claim the child so Brent will return to her. But he remains with Bette, and Mary leaves, childless.

Comment: Each new Bette Davis vehicle is an event, and this one is no exception. Indeed, it is as fine as anything she has ever done, and while it will be accorded enthusiastic praise on the part of women, it will also please men who seek the finest in entertainment. Oddly enough, the picture belongs to Mary Astor, for hers is the meatiest role, and she plays it to the hilt. This, however, does not detract from the quality of Miss Davis' performance, which she enacts with the customary depth and persuasion that have won her special acclaim on numerous occasions. Co-star George Brent is completely satisfactory, while Hattie McDaniel deserves credit for a characterization in line with her talents. Director Edmund Goulding has handled his assignment flawlessly, and Max Steiner's musical score adds immeasurably to the film's dramatic worth. In all departments, "The Great Lie" has had the benefit of first-class craftsmanship. It should equal the grosses sustained on past Davis films, and should even exceed them if backed by smart showmanship. The teaser is excellent for an advance teaser campaign. Because Tschaikowsky's Concerto in B Flat Minor for piano and orchestra furnishes the melody for the theme, with excerpts being performed frequently, tieups should be made with music shops on its recorded versions. Contests on the woman's angle might be conducted via newspapers and the radio.

Catchline: "Two women in love with the same man—one willing to sacrifice him, the other seeking to wreck two lives to gain her ends."

Complete Tabulation of 1940-41 Feature Releases

	Sold	Completed	Being Edited	In Prod.
Columbia	45	20	10	1
Westerns	16	10	1	1
MGM	52	30	4	7
Monogram	26	15	2	2
Westerns	24	7	2	1
Paramount	38	27	7	9
Westerns	6	4	2	—
RKO-Radio	53	30	3	8
Republic	28	16	2	2
Westerns	30	19	1	2
20th-Fox	52	37	5	4
United Artists	24	16	2	—
Universal	52	35	7	5
Westerns	7	5	—	—
Warner Bros.	48	30	13	7
TOTAL	501	301	61	49



Spread News of Your Attractions By Means of Bannered Trucks

Have you ever stopped to notice the number of merchant trucks making their rounds? Of course, this number may be large or small, depending upon the size of your community. Nevertheless, the fact that they're constantly "covering the town" is reason enough for you to make an effort to banner as many of them as possible.

Although no set rules can be given for making such a tieup, what you accomplish depends on how strongly your proposition impresses the merchant.

Magazine distributing agencies should be receptive to your idea. They almost always like to feature some magazine or article, and it's likely that more often than not they'd be glad to devote that space on their trucks to one of your attractions.

As an example of other opportunities, the Hippodrome in Cleveland, when playing a Bing Crosby picture recently, made arrangement with the local Kraft Distributors whereby their fleet of 20 trucks were bannered.

In tieups with newspapers, whether on contests or serializations, try to get them to permit you to banner their trucks. Point out to them that besides selling your attraction, the bannering also represents a circulation booster for them.

Perhaps taxicab companies will permit you to place signs on their rear tire covers or in a neat frame inside.

Bakeries, dairies, ice companies, cleaning establishments, oil companies, laundries, and department stores are just a few of the other businesses with which you might tie up.



OPENS APRIL 4th, CENTRAL THEATRE ON BROADWAY, NEW YORK CITY

Money Dates

APRIL

27th

DAYLIGHT SAVING BEGINS. Arrange for a formal ceremony of putting the clocks ahead. Do it on the stage during the midnight show the night before. Run a trailer in advance advising people of the change. If necessary, rearrange your schedule to conform to the extra hour of daylight.

NATIONAL BETTER HOMES WEEK. Sponsored by the Purdue Research Foundation, Lafayette, Ind. You can show one of the U.S.H.A. reels (no charge) during this week and get cooperation from local builders, real estate men, etc.

SAMUEL F. B. MORSE, inventor of telegraphy, born 1791. This is the 150th anniversary of the birth of a man who fathered one of the greatest of inventions. You should be able to get tieups with Western Union and Postal Telegraph for window displays of jumbo telegrams from stars, etc.

J. J. AUDOBON, famous naturalist, born 1780. He has been honored by Audobon Societies throughout the country. Tie up with the local group—for instance, you could play the Columbia Cinescope, "Feathers."

28th

NATIONAL BABY WEEK. Sponsored by Earnshaw Publications, 71 West 35th St., New York City. This would be a good time to run a baby contest, tieing up with photographers, dealers in infants' wear, etc.

MARYLAND ENTERED THE UNION, 1788. Theatres in that state should join in any local celebrations.

30th

WASHINGTON INAUGURATED. The first president took office, April 30, 1789. Perhaps you can play one of the patriotic shorts depicting this period and tie up with the schools.

MAY

1st

MOVING DAY in many cities. Send a pass to all new families in town, inviting them to visit your theatre at their earliest opportunity so that they may become acquainted with your entertainment facilities. Run a trailer in advance of this date, urging attendance on the part of children so as to be out of the way of the moving vans.

MAY DAY or CHILD HEALTH DAY. Sponsored by the United States Dept. of Labor, Washington, D. C. This is a good occasion on which to help the free clinics, etc., in your city which are endeavoring to raise the standard of children's health.

NATIONAL EGG WEEK. Sponsored by the National Poultry Council, East Greenwich, R. I. Tie up with stores selling eggs. Offer admission free to those bringing the equivalent of the price in eggs, which you can then donate to an institution or for distribution to the poor. Offer prizes to the local farmer with the best hens or the largest eggs.

4th

NATIONAL MUSIC WEEK. Sponsored by the National Music Week Committee, 45 West 45th St., New York City. This is the week to play any subject with or about classical music. Tie up with music teachers and music shops on the event and point out that your theatre is cooperating in observing the occasion. Note that popular music is not included.

5th

NATIONAL RESTAURANT WEEK. Sponsored by the National Restaurant Association, 666 Lake Shore Drive, Chicago. Your local restaurants will do a little more advertising than usual this week, so you can tie up with them and get results. Offer them specially printed napkins plugging your show and menu holders bearing institutional copy.

the SHOW BUILDER

A Monthly Feature Dealing With Practical Ideas for Booking And Exploiting

The Short Subject

SHORTS SHOPPING

Timely Subjects Show Increase During March—Enlarged Budget At Paramount Hailed Significant

As far as the quality of short subjects was concerned, March came in like a lamb and went out in much the same manner.

If any unusual characteristic might be singled out for mention, it is that during this month the number of "timely" releases indicated an increase in this type of subject. For example, "Heroic Greece," released by Frank Norton Productions. and "Greece Fights Back," produced by March of Time for Paramount release, tied up with the current plight of Greece and were exhibited to back the Greek War Relief Drive.

Of timely interest also was the first in the series of International Forums for Columbia release. Initial exploitation reports on this two-reel "round table of the screen," which features Dorothy Thompson, Wythe Williams, William L. Shirer and Linton Wells in a discussion of world events, indicated that exhibitors, foreseeing its good box-office qualities, were according it the benefit of well-planned advertising.

March of Time's monthly release, "Australia at War" and Columbia's "This Is England" (the latter reviewed in this issue) were additional subjects tieing in with the current world fiasco. "This Is England" had its premiere in nearly all the large Broadway houses on March 27. A Columbia Traveltalk, "From Singapore to Hong Kong," completed the month's output of "timely" shorts. The balance of the releases, which included cartoons, novelty reels, travelogues, a crime melodrama and the customary "series" releases maintained their usual good entertainment consistency.

Along production lines, Paramount's announcement that it would spend more money on short subjects this season than ever before, with a program of 85 one-reelers and one two-reel cartoon planned, was a signal to other producers and to exhibitors that the production, entertainment and box-office values of short subjects under the New York consent decree was becoming a reality.

At RKO-Radio, information was gleaned to the effect that the starting gun on the 1941-42 short subject product had been fired and that production on the first two-reeler got under way April 1. Plans for the new season, according to Bert Gilroy, in charge of production, call for, in part, six Leon Errol comedies, four Ray Whitley musicals and six Average Man comedies featuring Edgar Kennedy.

One unusual development in the short subject exhibition field came from Texas where an attorney for the Interstate Circuit is using a number of recently released subjects in conjunction with an address on "National Defense and the Motion Picture Industry" which he is delivering in several Lone Star communities.

Shorts Films' Chief Defense Aid

Expected to Play Leading Part in Gov't's Publicity Program

As the film industry's plans for all-out support of the nation's defense program develop, it becomes increasingly apparent that the short subject will be relied upon to accomplish the major results sought when the motion picture is brought into play as a medium for rallying the public to unified "action and more action" called for in the President's speech last Saturday night.

The industry has pledged whole-hearted cooperation to the program of defense, and has backed up that declaration with formulation of a definite schedule to be adhered to by all of the important companies.

Feature productions, as demonstrated by releases recently shown at previews and special key-city runs, are certain to contribute importantly to a better understanding by the public generally of the programs inaugurated by the Army and Navy to make military training as efficient and productive of benefits to the men called to service as possible. Increased interest in the air corps and the various other branches of the Army and Navy, is certain to follow in the wake of these feature romances. However, it is the short, more quickly brought from filming-stage to the screen, that will accomplish outstanding results in keeping the American public informed as to progress both in training man-power and the manufacture of material required to carry out the aims of the Lend-Lease legislation and supply the U. S. armed forces under a schedule of vastly expanded military establishment.

Newsreel editors and cameramen, in addition to the outstanding producers of other types of shorts, will be called upon to give graphic portrayal of events taking place in connection with the defense work.

During the days of the present conflict abroad, the newsreel men have given spectacular demonstration of their resourcefulness in keeping the public informed on events, despite the seemingly overwhelming odds imposed by conditions related to censorship by the embattled governments and a multiplicity of difficulties connected with restrictions on passports, money-exchange and other matters that must be solved by newsreel executives in assigning cameramen to fronts of action.

The report of Will Hays, head of MPPDA, last week, gives special emphasis to the part played by newsreels and short subjects in mirroring the story of national preparedness as well as the history-making events which took place abroad.

Increasing evidence of exhibitor activity in exploiting short subjects, and the preparations of many big circuits to step up activities in connection with the booking and programming of short subjects, are being pointed out as a cue to theatremen generally that the long-neglected featurettes are due to pose problems for those who have given all attention to feature booking and dating while leaving the shorts to take the place of "filler."

Short subject booking guides are being thumbed with greater regularity than at any time in several years, and showmen who are not following the trend, many shrewd observers declare, are likely to find the competitive parade passing them by within a comparatively brief time as their rival operations take advantage of an entirely new day for the featured short subject—of the topical, semi-news or straight entertainment variety.

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Moray in Hollywood Arranging Warner Bros. New Shorts Program

Norman H. Moray, Warner Bros. shorts sales manager, is in Hollywood conferring with Jack Warner and Gordon Hollingshead on the sales policy for shorts under the new consent decree, and to set the 1941-42 lineup.

The entire 1940-41 program was completed four months ahead of time. The 1941-42 program started last Friday when "Those Good Old Days" went before the cameras under Jean Negulesco's direction.

Old Timers in New Series

The development of the American film will be depicted in a series of 24 shorts to be known as "Screen Parade," J. J. Balaber, president of the recently formed Jubilee Productions, announced this week. Mack Sennett's "Music Hall," the comedy in which Charlie Chaplin, then 24 years old, made his first appearance in a full role, will be among the early farces in the series.

Shooting Starts on 1941-42 Program at Some Major Studios

Warner Bros.' two-reel Technicolor national preparedness short, "Soldiers of the Saddle," went into production at Fort Bliss, Texas, under the direction of Ross Lederman. The cast is headed by Keith Douglas.

"All This and Bedlam Too," tentative title for Columbia's latest Three Stooges comedy, got the "go" signal from Director Del Lord. The supporting cast is headed by Bess Flowers, Vernon Dent, Blanche Payson and Bud Jamison.

"Hoola Boola," third of the George Pal Puppetoons for Paramount, goes before the cameras this week. Drawings and sets are now completed and the musical score is being readied under the personal supervision of Pal, who has engaged the services of Thurston Knudson, who will supply all of the native music for the film.

Larry Darmour's latest serial for Columbia, "The Spider Returns," has a cast headed by Warren Hull, who was featured in "The Spider," produced several years ago. Mary Ainsley, Jack Mulhall, Bryant Washburn, Ken Duncan and Anthony Ward have important roles in the chapter play. James Horne is directing.

Slingin' Sammy Baugh, forward passing star of the Washington Redskins, professional football champions, and an All-American quarterback when attending Texas Christian University, will be the star of Republic's "King of the Texas Rangers," a serial special scheduled for early production.

Jan Garber and his orchestra have been signed by Universal to appear in their next musical featuret which Larry Ceballos will direct. The two-reeler's cast will include Susan Miller, Louis Da Pron and Buddy Hughes.

Warner Bros. has re-optioned Jean Negulesco, who is now directing the studio's "Those Good Old Days," co-featuring William T. Orr and Jan Clayton.

Frances Gifford will play the title role in Republic's "Jungle Girl" series, based on a story by Edgar Rice Burroughs.



Anything for a Sketch

Joe Barbera and William Hanna, co-directors in the MGM cartoon department make advance sketches for a cartoon. It looks as though Hanna had an idea for an expression on the cat's face.



Birth of a New Star

Leon Schlesinger, producer of "Merrie Melodies" and "Looney Tunes" for Warner Bros., is pictured with animator discussing model sheet of "Bugs" Bunny, whose latest starring "Merrie Melodie," "Tortoise Beats Hare," will soon be released. "Bugs" is clicking in a big way with exhibitors and fans.

Ray Whitley and his Six-Bar Cowboys are featured in the first of a series of four musical shorts to be produced by RKO for the 1941-42 season. The cast of the two-reeler includes Glenn Strange, Virginia Vale and Rita Owen. Lloyd French is directing with Bert Gilroy in charge of production.

"Porky's Review," Looney Tune short, and "Trial of Mr. Wolf," Merrie Melody Technicolor subject, are set for April release. Both pictures were produced by Leon Schlesinger.

First of the six Hedda Hopper Hollywood shorts for Paramount is scheduled to get under way within the next two weeks.

Reginald La Borg has been signed by Universal to direct its next musical short, set to go before the cameras in about two weeks.

Anticipating a heavier production schedule for next season, Columbia's short subjects department assigned Clyde Bruckman and Felix Adler to draft an original two-reel comedy to star the Three Stooges.

Our Gang, which recently undertook a crusade to stimulate the raising of funds for the Red Cross, now has in production another crusade—this one concerning automobile accident prevention, entitled "One-Two-Three Go."

Six New "Happy Hour" Units

Six new units have been added to Columbia's "Happy-Hour Entertainments," the certified juvenile motion picture programs which are selected by civic organizations interested in child welfare. The units consist of a variety of shorts, principally "Community Sing" reels, "Screen Snapshots," cartoons and comedies. They offer a service of complete one-hour programs for children and bear the official approval of leading civic and women's groups.

Universal Pointing Up Serials' Adult Appeal

On the premise that "there are vast and practically untouched legions of potential serial fans among the adult magazine serial-story readers, air serial listeners, and followers of continued newspaper cartoons," Universal is aiming its chapter-plays at this audience, "without for a moment slackening the kid appeal that is so essential," according to a broadside just issued announcing the 1941-42 serial program.

A production schedule has been set up, it is stated, which for cost, story value, star names and general excellence has no parallel in the company's history. Because of Universal's many years of experience in the field of serial-making, officials feel that it is well qualified to take this important step.

As proof, they cite four serials which represent the fruition of the "adult" plan.

The first of these, "Riders of Death Valley," boasts an imposing cast; namely, Dick Foran, Leo Carrillo, Buck Jones, Charles Bickford, Lon Chaney, Jr., Noah Beery, Jr., "Big Boy" Williams, Jeanne Kelly and Monte Blue.

The second, "The Sea Raiders," while not a war story, is said to deal with "clever operators who take advantage of upset international relations, to prey upon coastal shipping." The Dead End Kids and the Little Tough Guys are featured.

Although a definite cast has not been selected for the third chapter-play on the agenda—"Head Hunters of the Amazon"—the company plans to people it with well-known screen personalities and to inject into it "all the mystery of strange cities, vast treasure, ancient gold" that confronts a scientific expedition which sets out "to find the famed 'lost city' of the Incas."

The fourth serial in the line-up is a screen adaptation of the famous "Gang Busters" radio program. Bearing the same title, it is expected by company officials to attract the millions of adult listeners who follow the weekly broadcast. These listeners, it is declared, "can be converted to faithful followers of the screen presentation by the simple turn of a showman's hand."

Robot Street Ballyhoo Used by Busch on 'Mysterious Dr. Satan'

Residents in the vicinity of the Jeffery Theatre, Chicago, Ill., were amazed one day recently to see a robot slowly making his way along the street. On close inspection it was discovered that he carried a sign on his back announcing that "I am the Robot Slave of 'The Mysterious Dr. Satan,' Starts Saturday at the Jeffery."



The weird street ballyhoo was prepared by Manager Robert Busch as a plug for the Republic serial, "The Mysterious Dr. Satan," and was constructed at the theatre at a total cost of $3.00.

The body was made of a large cardboard drum with sheet metal at the bottom to give it greater length. The legs were made of cardboard tubes, except the "thighs," which were constructed from inner tubes so as to permit flexibility. The claws were so made that the operator could "work them."

Inside the "body" was a buzzer which made a noise every time the robot moved.

In spite of its size and bulk, the contraption caused very little difficulty to the wearer as he moved around the streets, and the attention it received brought many extra admissions.

the SHOW BUILDER

The ADVERTISING CLINIC

by Old Doc Layout

Spotlight The Shorts In Your Newspaper Ads

The newspaper displays reproduced on this page are for the purpose of showing you boys how it is possible to cash in on your outstanding short subjects.

Before you can even make an approach to doing a good job for the shorts on your bill as well as the show you are presenting, there is need to know well in advance how your program as a whole is going to shape up. Then planning becomes possible and you are able to sell the entire program for every ounce of its attraction value.

From the purely business standpoint and box office returns, it is good policy to play up the shorts. Some of the wisest showmen give the nod to the slogan: Build your shorts, and they will build you.

In making layout suggestions for handling the shorts in newspaper, or your program advertising for that matter, Old Doc goes further than merely offering an illustration of how a good short subject can be spotted into the newspaper ad, by showing you how a layout can be handled to give headline spots to two extra good shorts. If you have two outstanding shorts running with a single feature, why not bill the show as a three-feature show? To indicate the way in which this can be done the display headlined "3 Top Features" has been prepared and reproduced. A number of variations on the "3 Top Features" line are at hand. One is to use the "unit show" line which always has worked well when properly applied. This type of selling is done to make John Public understand that he's going to see a great deal more than usual (because of the headlining of one feature title in most theatre advertising). The more-for-the-money appeal always has proved good merchandising.

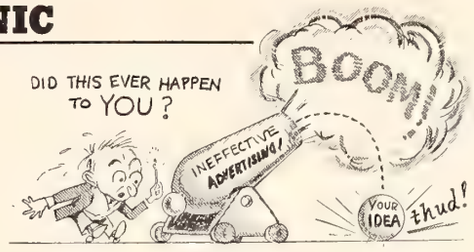
Concerning ad copy on short subjects, one of the things to avoid is copy which identifies your top shorts as merely a "Disney" cartoon, "Pete Smith Short," etc. This negative approach is the lazy way of doing the selling job. You can't go on just riding the popularity wave for the outstanding shorts. Put something more into them, to keep them "sold" in your community. Give the short its own identity as well as its identity as a picture from an outstanding producer. Give the title of the picture and if possible a few words of copy about the story.

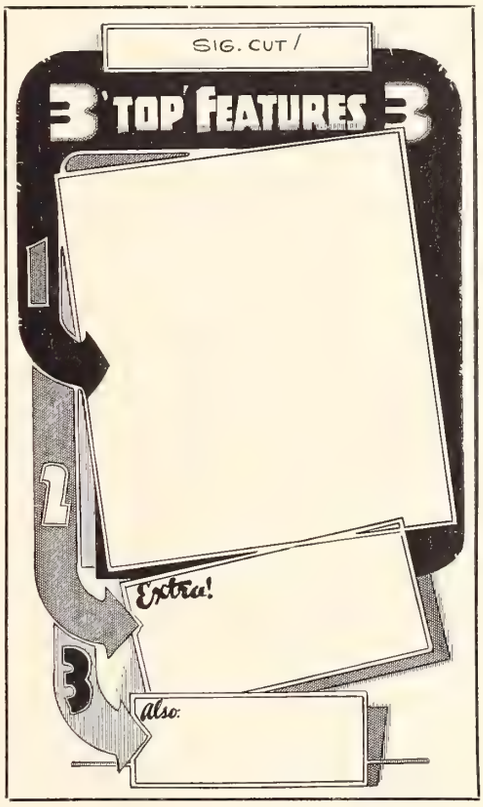
Many of the outstanding shorts are really condensed features—many of them have more solid entertainment value than top features of the programs on which they are presented.

A properly built program will make the difference between a so-so reaction to your show, and the kind of satisfaction that sends people out to boost your theatre and develop the practice of coming back for more of your style of entertainment. A properly built advertisement, throwing into the spotlight ALL the attractions —features as well as shorts—will make the difference between some "velvet" and just average returns at the box office.

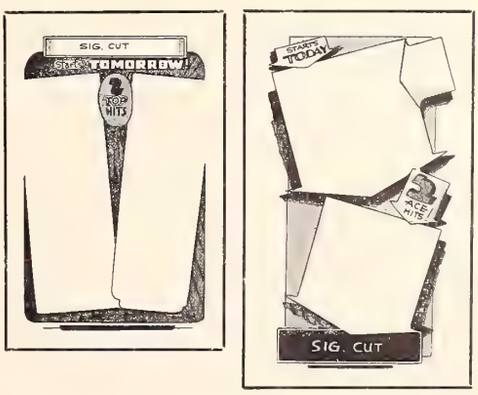
We will bring you more illustrations of both one and two column layouts showing the short in relation to the ad. These will be available to you in mat form at the conclusion of this series. Meantime, Doc advises you to save every one of these layouts as they appear in these pages.

We're showing you a couple of double feature layouts and ask that you let Old Doc know whether or not you'd like to see more of 'em—they can be made available in small sizes to you (mat form) same as those short subjects.

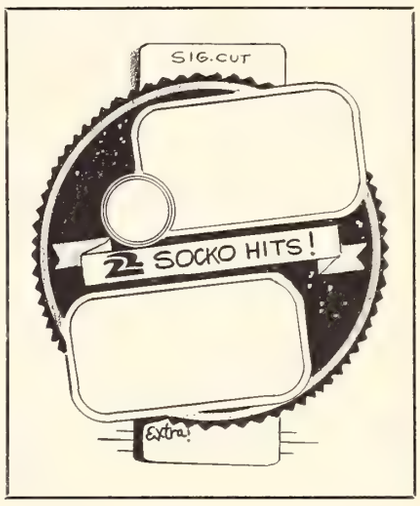




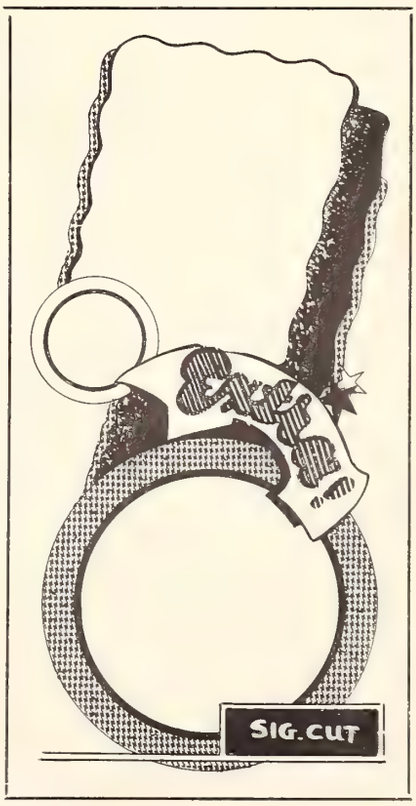
Play up two extra good shorts with a feature by use of the "3 Top Features" idea suggested in this 2-column display. See accompanying story for further details of this method of playing up short subjects.



Old Doc includes these and other "multiple feature" layouts for extra measure. Let him know if you can use more of these displays adaptable to the combination shorts and feature or two-feature programs.

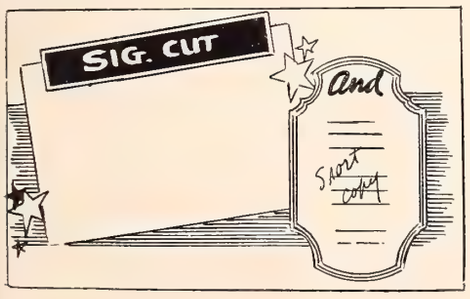


Score a bull's eye for the show—feature and shorts—via a display like that illustrated above.



In selling short subjects provide space for inclusion of title and some copy on individual release in addition to the identification of series such as "Disney," "Pete Smith," etc.

Here, below, is an idea for giving the short subject a selling place in your newspaper advertising. Designed as a two-column display, it is especially good for programs boasting a strong short.



the SHOW BUILDER

the SHOW BUILDER

How Do You Rate on Shorts Selling? Use Check-Up Chart and You'll Know

Although the following checkup was designed primarily for exhibitors of the Interstate Circuit, it becomes at once valuable to showmen everywhere who would accord short subjects the selling they deserve. Here's a list of questions, after each of which is a "yes" box and a "no" box. Check up on yourself, truthfully. If you find you've been guilty of neglecting shorts, plan to correct that fault right now:

ADS

Do I always SELL the short subjects in my ads? And by titles? Yes ☐ No ☐.
Am I ever guilty of using that outmoded phrase "Also Selected Shorts"? Yes ☐ No ☐.
Do I keep available a supply of the short subjects mats supplied on various releases? Yes ☐ No ☐.

PUBLICITY

Have I sold my editors and critics on short subjects . . . have I remembered that there are subjects made on almost everything and that I may be playing some on a subject in which the editor and critic are particularly interested . . . such as hunting, fishing, bowling, history, etc? Yes ☐ No ☐.
Do I plant stories of my own in the newspaper, or do I rely on those sent me from the home office? Yes ☐ No ☐.
Do I include the short subjects in all of my advance stories about my feature pictures? Yes ☐ No ☐.
Do I know personally my various editors: sports, radio, fashion, society, editorial writers as well as my movie critic and movie editor? Yes ☐ No ☐.

RADIO

Do I know personally my radio station managers and announcers? Yes ☐ No ☐.
Do I sell the short subjects in special broadcasts? Yes ☐ No ☐.
Do I include short subjects in all my radio copy about feature pictures? Yes ☐ No ☐.
Do I try to tie up with the radio on special short subjects? Yes ☐ No ☐.

EXPLOITATION

Do I keep a close check on all local events: golf tournaments, baseball games, fishing, cooking, fashion shows? Yes ☐ No ☐.
Do I read the sport pages in order to keep tab on what's going on so I could tie in a sport short? Yes ☐ No ☐.
Do I know my school superintendent and teachers and do I get their support in selling historical reels, travelogues and March of Times? Yes ☐ No ☐.
Do I contact the various clubs interested in certain subjects? Yes ☐ No ☐.

LOBBY

Do I use special set pieces on short subjects? Yes ☐ No ☐.
Do all my displays include the short subject by title and billing? Yes ☐ No ☐.
Do I feature outstanding short subjects on the marquee? Yes ☐ No ☐.

BOX OFFICE

Do my cashiers KNOW about the shorts that are coming or are playing so that she can tell patrons about them or give information about them? Yes ☐ No ☐.
Do I have anything in or near my box office that will sell the short subject? Yes ☐ No ☐.
Do I use a board in front of the box office to sell shorts? Yes ☐ No ☐.

FOYER

Do I use standees or set pieces in my foyer for selling advance or current short subjects? Yes ☐ No ☐.
If not through a set piece or standee, have I other ways of representing short subjects in the foyer? Yes ☐ No ☐.

SCREEN

Do I use a flash on my shorts along with the feature trailer? Yes ☐ No ☐.
Do I use a special trailer on my special short subjects? Yes ☐ No ☐.

GENERAL

Do the members of my staff KNOW about short subjects, advance and current? Yes ☐ No ☐.
Do I read the trade papers and the bulletin from the home office and make them available for my staff to inform themselves about short subjects? Yes ☐ No ☐.
Do I sell short subjects at the Kid Shows? Yes ☐ No ☐.

Le Tempt Gets Swell Newspaper Breaks on 'Forum'



It isn't how much money one spends that makes him a showman—it's the amount of cooperation he can promote with little or no financial expenditure. Bright, young Homer Le Tempt, manager of the Aztec Theatre, San Antonio, Texas, is a born showman, and if you don't believe us, just look at the above examples of the art and story breaks he got in the San Antonio papers on the first release of Columbia's "International Forum" series.

Kids Crowd Lobby for Giveaway



Nearly every kid in Danbury, Conn., rallied round in the lobby of Manager Irving Hillman's Capitol Theatre for the giveaways of Whiz Comics magazines, in connection with the opening of Republic's serial, "Adventures of Captain Marvel," adapted from Fawcett publication's comic character. The magazine publishing outfit cooperated with Manager Hillman in a campaign which included the bannering of news trucks, placing of posters in various stores and newsstands, promotion of window displays, distribution of midget window cards and the giving away of color photos of Captain Marvel.

Short Subjects Used In Defense Program

An interesting and effective defense program for Texas towns has been evolved through the cooperation of Interstate Circuit's Short Subject and Legal departments. Dick Stout, young attorney for Interstate and Texas Consolidated Theatres and a pioneer in informing the public about the important role the motion picture industry is playing in the national defense program, is at present making a tour around the Lone Star state with an address entitled "National Defense."



Dick Stout

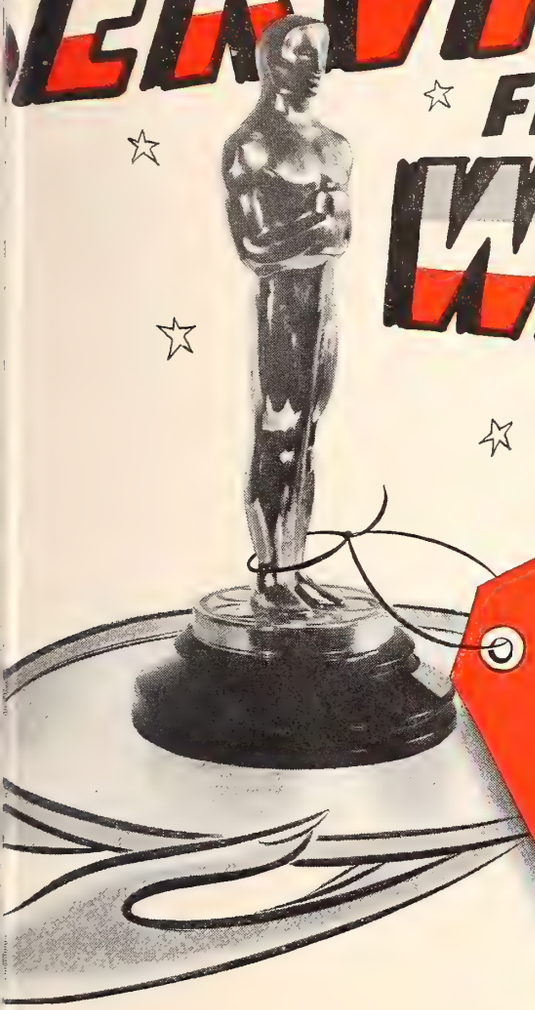
Recently the active 33-year-old lawyer, who has been in the film industry less than ten months, sponsored what he called an All Aviation Defense Program for the officers and men of the 36th Division at Camp Bowie.

With the cooperation of the Short Subjects Department and the Dallas film exchanges, he collected all the aviation short subjects he could find, including March of Time's "Britain's R.A.F.," RKO Radio's "Air Army," and two Warner Brothers subjects, "London Can Take It" and "Service With the Colors."

These he screened before Major General Claude V. Birkhead, commanding officer of the 36th Division and the Camp, his entire staff, and the air-minded officers and men of the 111th Observation Squadron. Following the program, General Birkhead described it as a 'pioneer effort in the important field of visual education for the Army." He praised Karl Hoblitzelle and R. J. O'Donnell, president and vice-president, respectively, of the circuit and Stout for their cooperation in the national defense mobilization in Texas.

Decommercializing his talks to enhance their effectiveness, Stout injects an Americanism and National Preparedness theme throughout his message. He believes in letting groups outside the industry know something of the accomplishments of the short subject producing units. Wherever he has addressed large gatherings, he has received generous newspaper coverage. Recently, in the Rio Grande Valley, he was interviewed on the air by the popular news commentator, Ty Cobb.

SERVICE FROM WARNERS!



"TEDDY THE ROUGHRIDER"

In Technicolor with SIDNEY BLACKMER · Pierre Watkin · Theodor Von Eltz
Arthur Loft · Original Screen Play by Charles L. Tedford · Directed by RAY ENRIGHT

THE BEST 2-REEL SHORT FOR 1940!

Available For Repeat Bookings Everywhere!

And with grateful acknowledgement to the U. S. ARMED SERVICES for cooperation in filming these 2-reel Patriotic Service Subjects:

"YOUNG AMERICA FLIES"	"SERVICE WITH THE COLORS"	"MARCH ON MARINES"	"MEET THE FLEET"	"WINGS OF STEEL"
Civil Aeronautics Authority	United States Army	United States Marine Corps	United States Navy	United States Army Air Corps
	In Technicolor	In Technicolor	In Technicolor	In Technicolor

You 'MUST PLAY' These 'MUST SEE' VITAPHONE SHORTS!

Try "Acid Test"—You May Find You Need More Shorts

By FRED QUIMBY

There is no better way for the showman to gauge the entertainment value of present-day short subjects than to put them to the acid test. Let the exhibitor note carefully the reaction of his audiences following the screening of a good short picture. He may be amazed to find that the result is a volume of applause even greater than that accorded the feature . . . and that isn't unusual either.

To those exhibitors who are sincere in their desire to legitimately please their patrons, we urge that they give heed to the entertainment appeal of short subjects. Book them intelligently and don't regard them merely as "fillers." If you are concerned about satisfied customers, particularly so when the rest of your program may not be especially appetizing, serve them regular portions of the industry's most attractive dessert . . . the short subject.

Many of today's programs have evolved into endurance contests, running four and even five hours, causing aggravated cases of boredom and eventually driving great hordes of regular customers to seek diversion in other fields.

Exhibitors who have played and are familiar with the short subject product of today, will readily attest to the transformation that has taken place in this division of the business.

Do shorts furnish entertainment? some exhibitors may ask. All I can say is that their entertainment value has been found sufficiently worthy to have caused the conversion of many theme and story ideas initiated in shorts to feature length treatment.

More specifically, the short subjects that furnished the story ideas for feature length films include: Pete Smith's "Romance of Radium," (Madame Curie); Carey Wilson's "Miracle of Salt Lake," (Brigham Young); "The Great Heart," (Father Damien); John Nesbitt's "Angel of Mercy," (Clara Barton), and "The Story of Alfred Nobel." Columbia has delved into the biographical field, also, with recent releases on the lives of Elias Howe and Charles Goodyear.

The historical featurettes from Warner Bros., RKO's "Information Please" series; the sports reels from Paramount, Columbia, 20th Century-Fox, RKO and M-G-M, the travel jaunts bearing the trademarks of James Fitzpatrick, Magic Carpet, World Windows and Columbia Tours, the various scientific subjects from all studios, and "The Crime Doesn't Pay" two-reelers . . . these contributions from Hollywood offer intelligent entertainment worthy of all theatres everywhere.

That cartoons enhance the entertainment value of a program is evidenced by the widespread popularity of Walt Disney, Rudolf Ising, Leon Schlesinger and others of the paint and ink brigade.

Ever since our erstwhile infant industry emerged from its swaddling clothes, it has been a generally accepted theory that Entertainment was the predominant influence that caused the box office machines of the nation to emit their musical rat-a-tats to the delight of all showmen. "Give 'em Entertainment" was the theatreman's creed. So when the balance of the program may not be especially appetizing, serve them regular portions of the industry's most attractive dessert . . . The Short Subject."

Special Exploitation Aids Planned on Benchley Short

Robert Benchley's Paramount short, "The Forgotten Man," will be given a national merchandising campaign sponsored by *The Saturday Evening Post* and retail stores in some 500 cities are expected to participate in advance of Father's Day, June 15. The Benchley picture shows the comedian in the role of a typical father, and is to be released nationally the first week in June.

Scope of the campaign ranks this tieup as the most ambitious ever arranged for a short subject. Cooperating with Paramount and the SEP is the National Council for the Promotion of Father's Day, Inc., whose committee, headed by Howard Chandler Christy, Mrs. Oliver Harriman and Alvin Austin presented Benchley with a trophy for his portrayal.

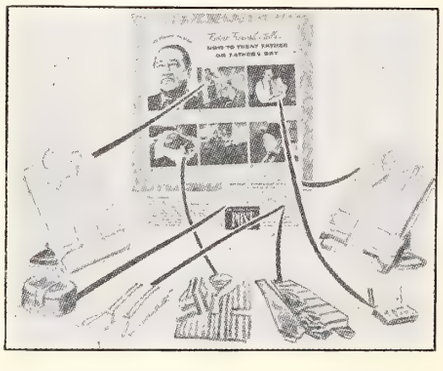
Big Stores Joining Up

The tie-up with the SEP will be highlighted by a full-page ad in the June 7 issue, featuring the Benchley short and Father's Day. The *Post* will supply, free of charge, to one retailer in each of 500 cities throughout the country, a display and merchandising kit in return for the store's promise to devote an ad, a window display and an interior display to the promotion. Each kit will include a series of newspaper ad mats promoting the short, the local theatre and the *Post*, with space set aside for copy relating to the featured merchandise.

One of the first to signify intention to cooperate in the campaign is the Hecht Department Store of Washington, D. C.

Other merchandising aids to be provided to the participating merchants, include a 30 in. by 40 in. blow-up of the *Post* ad for window display, a mat for direct-mail pieces and regular *Post* display cards. All of these pieces of promotion material include photographs of Benchley, title of the film and theatre credit, etc.

Participating, also, in the campaign is Postal Telegraph which is issuing 500,000 telegraph blanks, featuring Father's Day greetings written especially for the occasion by the comedian. The blanks will be available in PT offices throughout the country. Postal also will use a jumbo telegram announcing the special message blank in each of its windows.



Campaign book prepared by The Saturday Evening Post includes illustrations, as above, for use of blowups of that publication's page advertisement in local theatre-merchant store window displays. Suggested layouts for cooperative newspaper ads, mail pieces and other material for stores to tie-up with showings of Paramount's "The Forgotten Man" short are other aids available to local merchants.

Scientific Short Sold In Costless Campaign

"Discoveries of Science" is the title of a scientific film produced under the supervision, censorship and approval of the Children's Hospital of Philadelphia. Declared to possess no commercial features, it shows the way science has gone about making milk taste better, easier to digest and more efficient as a food.



Theodore J. Friedman

That this subject has potent selling possibilities is borne out in a report of its showing at the Strand Theatre, Suffern, N. Y. Manager Theodore Friedman, believing it could be exploited to the tune of additional business at the box office, arranged a tieup with the local Arden Dairy Farms Company.

By this move, a large portion of the population was reached through the distribution of 5,000 circulars explaining the contents of the film and urging everyone to see it. A circular was included with each bottle of milk delivered and, in grocery stores selling Arden products, were given out to customers.

The dairy paid for a 21-inch newspaper ad plugging the short and the balance of the show. Letters in which passes were included were written to all professional men inviting them to see the show. (The dairy redeemed the price of admission on each pass.) Milk trucks were bannered. In general, Arden Farms did just about everything to let the community know that "Discoveries of Science" was playing at the Strand.

Because the company bore the entire cost of exploitation, Friedman's budget was undisturbed.

The Strand management's promotion, which proved beneficial though costless, provides a mark at which other showmen can shoot.

Bodiford Uses Shorts to Tieup With Fort Worth Bowling Meet

Lowell T. Bodiford, manager of the Parkway Theatre, Ft. Worth, Tex., put his theatre in the forefront of local enthusiasm over bowling by a clever spot-booking of three bowling shorts—"Splits, Strikes and Spares," "Bowling for Strikes" and "Set 'Em Up." Bodiford combined them into a 30-minute unit which was prefaced with an explanatory trailer.

The show was staged to capitalize on the local interest stirred up by the South West Bowling Tournament. He reports a swell reaction from all who saw the show.

Following is the step-by-step campaign selling the show, as reported by Bodiford:

1. Notices to all bowling clubs and members of the Bowlers Assn.
2. Gave passes to high scorers (one lady and one man) at alleys each night. This helped considerably in getting word around about the show.
3. 100 special window cards distributed all over town and in all local bowling alleys.
4. Had large set piece built like big pin and ball with shelves for equipment (balls, pins, shoes, etc.) and displayed in lobby 10 days advance.
5. Stories well in advance from sports writers and movie critics. Large mat on Varipapa, Ned Day, and Pete Smith ran two days before opening.
6. Announcements every night for two weeks at local bowling alleys.
7. Sent 450 post cards to members of sports committees of local civic clubs.
8. Trailer on screen two weeks advance.
9. Carried in local high school and college papers.
10. Ran in ads several days advance, sold on marquee, on program panels and in 10M programettes.
11. Tied up with S. W. Bowling tournament to have announcements made before their meetings.
12. Got displays in Fort Worth National Bank window on tie up with Women's Bowling Assn.
13. Used the want-ad as per attached "Talk to London free" call 4-0252 which was our pay phone. When anyone dialed this number, we had a boy answer "This is Bill London reminding you to see the bowling show Thursday and Friday at the Parkway." We must have had nearly a thousand calls in all, and our phone is still ringing.

the SHOWBUILDER

SHORT SUBJECT SHOWMANSHIP LEADERS

Morris Rosenthal firmly believes in the selling of shorts which have box office merit, because he knows from actual experience that special effort directed toward this end has definitely resulted in extra receipts. The Bridgeport theatreman's knack for planning a campaign, successfully soliciting vital cooperation and "following through" to the last detail, is well exemplified in his selling of the March of Time subject, "Americans All," reported in detail elsewhere in this section.



Morris Rosenthal

Although Rosenthal has been guiding the destinies of the Loew Poli-Majestic Theatre for several years, 'twas on the other side of Niagara Falls he started in the film business. That was in 1920—just ahead of the flapper era. He opened theatres for Allen Brothers of Canada at Petersboro, Ontario, helped to "doctor" others, inaugurated the first stage presentations in the Dominion without the aid of stages and equipment.

Few showmen can look back on their earlier years in this business without recalling some humorous incident, and Rosenthal is no exception. The Pittsburgh-born theatreman recalls the time when he had charge of a campaign in Wilkes Barre for the showing of the Marie Dressler-Polly Moran comedy, "Politics."

Winning the confidence of the Mayor and his officials, Rosenthal opened a "political" campaign advertising himself as candidate for the office of Superintendent of Docks and Piers. Now Wilkes Barre has an ample number of "docs," but no docks or piers, since it is an inland city. Yet the populace took the whole thing very seriously. From all sorts of people and organizations he received letters and telephone calls demanding to know what he was going to do about docks and piers if he was elected. Even the newspaper, which should have known better, fell for the gag and "pressed" Rosenthal for his platform. For weeks the natives—and the newspaper—conjectured and worried about this political development, until the "candidate" could hold himself no longer. He gave the gag away, crashed the front pages of the newspapers, reaped splendid box office results in the engagement of "Politics."

Being a showman is not without its difficult assignments, and he who successfully surmounts them is worthy of the title. One of Rosenthal's toughest involved the Mayor of Bridgeport. The occasion was the world premiere of "The Mighty Barnum," and the job was to get newly-elected Jasper McLevy (Socialist) to appear on a national broadcast at the Barnum Museum. The Mayor—in the public limelight for the first time—was somewhat shy and hesitated to have anything to do with matters that smacked of publicity—especially theatre publicity. But he had his Achille's heel: he was a strong Labor man. It remained only for Rosenthal to convince local Labor officials of the national publicity and goodwill that would accrue to Bridgeport through the broadcast. He did. With them, he descended on Mayor McLevy, "sold" him the idea of appearing on the program. Today, the Mayor is the theatres' best friend.

When Rosenthal has any time to spare from his manifold duties, he engages in two hobbies: collecting match book covers and high golf scores. Even these spare-moment activities are closely akin to his accomplishments in showmanship: "matchless" and "high-scoring."

HURRY, HURRY, HURRY! WIN MONEY!!

STR's Big Shorts Subject Contest Closes April 18th . . . You've Still Time . . . But Don't Delay . . . You'll Regret It Later If You Haven't Put In a Bid For Fame and Cash . . . Put On The Think - Cap, Send In Your Ideas For Selling Short Subjects For Box Office Profit

MONEY PRIZES

First Prize: $25.00 in Cash
(Plus "Prunella"—see below)

Second Prize: $15.00 in Cash
(Plus "Jim Dandy"—see below)

Third Prize: $10.00 in Cash

10 Fourth Prizes: $5.00 each

13 Prizes in All

PLUS ORIGINAL GEORGE PAL PUPPETS

Some Smart Theatre Employe or Theatre Owner or Manager is Going To Have a Trophy to Treasure for Years. Win First Prize and You Get $25.00 (cash) and The Puppet Known as Prunella: Win Second Prize and You Get $15.00 (cash) and Jim Dandy. These Puppets Appeared in George Pal's Paramount Production "Dipsy Gypsy."





RULES OF THE CONTEST:

1. Fill out the coupon.
2. Write a letter, not more than 100 words, giving your ideas for billing shorts in theatre advertising, including a slogan and telling how your suggestions can be used to sell the public on shorts.
3. Contest will close at midnight, April 18th, 1941.
4. Enclose coupon with your letter and mail to SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York, N. Y.
5. Decision of the judges will be final.
6. All letters and slogans become the property of SHOWMEN'S TRADE REVIEW.
7. Only those actively engaged as owners, managers or employes of motion picture theatres are eligible for prizes in this contest.

COUPON

I am entering the SHOWMEN'S TRADE REVIEW Idea Contest with my letter enclosed.

Name .....

Theatre .....

Street Address .....

City ..... State .....

the SHOW BUILDER

the SHOWBUILDER

SHORT SUBJECTS by SERIES

COLUMBIA

Series	1940-41 Sold	1940-41 Completed
All Star Comedies	18	12
Cinescopes	10	8
Color Rhapsodies	16	7
Columbia Tours	10	9
Community Sings	10	7
Fables Cartoons	8	5
How's Your I. Q.	6	5
International Forum	6	2
New York Parade	6	2
Phantasies Cartoons	8	4
Screen Snapshots	12	6
Stooge Comedies	8	6
Washington Parade	6	4
World of Sports	12	6
TOTAL	136	83

METRO-GOLDWYN-MAYER

Cartoons	18	4
Crime Doesn't Pay	6	4
Miniatures	10	4
Our Gang	9	7
Passing Parade	9	3
Pete Smith Specialties	14	6
Fitzpatrick Traveltalks	12	All
TOTAL	78	40

PARAMOUNT

Animated Antics	10	7
Color Cruises	6	4
Gabby Cartoons	8	5
Headlines	8	5
Madcap Models	6	2
Paragraphics	6	4
Popeye	12	8
Popular Science	6	5
Robert Benchley	4	2
Special Cartoon	1	1
Sportlights	13	9
Unusual Occupations	6	4
TOTAL	86	56

REPUBLIC

Meet the Stars	12	3

RKO-RADIO

Series	1940-41 Sold	1940-41 Completed
Disney Cartoons	18	2
Edgar Kennedy	6	5
Information Please	13	8
Leon Errol	6	4
March of Time	13	8
Quintuplets	1	1
Ray Whitley	4	2
Picture People	13	8
South America	3	2
Sportscopes	13	8
TOTAL	90	48

20TH CENTURY-FOX

Adventures of a Newsreel Cameraman	4	3
Dribble Puss Parade	4	2
Fashion Forecast	4	None
Magic Carpet	8	5
Ripley Believe It Or Not	None	1
Sports Reviews	6	5
Terrytoons	26	16
TOTAL	52	32

UNIVERSAL

Cartunes	13	7
Going Places	15	9
Musicals	13	7
Special Subjects	1	1
Stranger Than Fiction	15	8
TOTAL	57	32

VITAPHONE-WARNER BROS.

Broadway Brevities	9	6
Elsa Maxwell	3	All
Featurets	6	4
Hollywood Novelties	10	5
Looney Tunes	16	10
Melody Masters	10	8
Merrie Melodies	26	17
Special Subjects	2	2
Sports Parades	10	6
TOTAL	92	61
GRAND TOTAL	603	355

Short Subject Basis for Milk Bar Promotion

A promotion that won the goodwill of local milk dealers, women's clubs, churches and the British War Relief Agency was staged recently by Manager Andy Roy of the Stanley Theatre, Utica, N. Y.

Having booked "Our Milky Way," a short subject produced by the New York State Milk Dealers, and a Warner Historical Featuret, "The Bill of Rights," to bolster a weak feature, Manager Roy decided to have milk sold in the lobby under the auspices of the various women's clubs (*see cut*).

From the newspapers and local radio station he promoted stories and plugs daily. A milk bar was set up in the lobby, and each day a different organization was in charge of sales, the proceeds going to the British War Relief.

Besides the coverage with the women's clubs, to say nothing of the goodwill, the promotion also netted Roy displays in such strategic spots as Sears-Roebuck, Neisner's 5 and 10-cent store, the New York State Gas and Electric Company, the Union Station, a couple of gas stations and the bus terminal.

On "The Bill of Rights," the Stanley management arranged a special tieup which brought additional radio announcements in conjunction with the Utica Bar Association. Students in or above the seventh grade were advised of the show by their teachers.



An STR SHORTANALYSIS ON

"Information Please" Series

As a promotion medium, "Information Please" takes on new importance nearly every week. From the very first screen adaptation of the popular radio series, up to the current release, showmen throughout the country have utilized a variety of ideas in exploiting these one-reelers, each of which features Clifton Fadiman, John Kieran, Franklin P. Adams, Oscar Levant and a prominent guest expert. Yet there are some showmen who have not yet realized the full box office benefits that can accrue from special selling activities.

In the range of tie-up possibilities, perhaps the most important is the regular radio show sponsored by one of the nation's leading advertisers, Lucky Strike. The vast promotion advertising by Lucky Strike can be made the basis for exploitation in any community where "Information Please" plays. Through local jobbers, exhibitors might be able to arrange displays in tobacco shops, drug stores, etc. Wherever national ads are placed in newspapers, announcements of local showings could be placed just above the ad.

Radio a Perpetual Adv.

The radio show, itself, is a perpetual plug for the RKO-Pathe short subject series. "Hear the broadcast" and "see the film" are selling phrases applying to the two units which may be worked out with the community outlet for the NBC coast-to-coast broadcast, in which more than one hundred stations now participate.

Stage quiz contests in which the local radio station manager plays a part, thus assuring a boost for the screen unit via the air. The radio program might be "picked up" in part with a lobby receiving set on a Friday night, when the broadcast takes place. A good herald giveaway plan is to have the heralds delivered to homes just a short time before the broadcast. The copy could call attention to the "Information Please" playdate and urge the public to see the screen version at that time.

Opportunity for Book Tieups

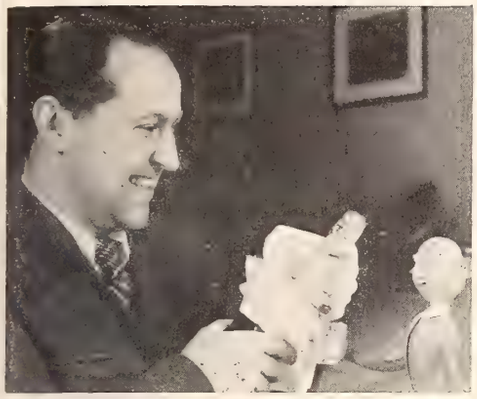
The scope of the activities of Fadiman, Kieran, Adams and Levant is sufficiently broad to permit tieins in every community. For example, Kieran's sports writings are syndicated, and newspapers using his column should be excellent tie-in sources. Then, too, Kieran has just published a book, "John Kieran's Nature Notes," which could be used in book store displays featuring stills from the current "Information Please" release.

Besides his duties as literary critic of the *New Yorker*, Fadiman is also an author, lecturer and writer. Thus book shops again, as well as magazine stands, should be consulted on the matter of arranging displays or permitting magazine inserts.

Although it was published some time ago, Oscar Levant's book, "A Smattering of Ignorance," also opens the way for book shop promotion in those situations where such a tieup has not thus far been utilized.

Dependent on the activities of the numerous guest experts, each of whom is a celebrity in the field of stage, screen, radio, literature, sports or politics, certain promotions can be arranged. For example, Alice Marble, a recent guest star, is now touring the country with the Tilden Tennis Troupe, and wherever these stars appear and this particular release is playing, that fact can be plugged via newspaper and radio publicity.

Back Stage in the Shorts Shops



". . . I christen thee 'Jim Dandy' . . ."

GEORGE PAL
Maestro of the Puppets

Those third dimensional Puppetoons evolved in Europe by George Pal are plastic figures, performing in actual sets, synchronized with music, dialogue and special effects. Now in Hollywood, where he is putting the figures through their paces for a series of Puppetoons for Paramount release, Pal permitted us to take a look "behind the scenes."

Strings are used to promote the movements of ordinary puppets, but not so with those designed by the Hungarian-born architect and designer. Whereas animation in ordinary cartoons requires drawing a separate figure for each motion, Pal builds a separate doll.

Two examples are cited. Suppose Pal's heroine makes eyes at the hero. Well, twenty-eight different leading ladies must be fashioned, each a different phase in the progress from the starting point, eyes wide open, to the final phase, eyes closed. Before Pal's hero can kiss the heroine, a large staff of wood-workers and artists must work for days, and some fifty-six heroes and heroines, each slightly different, must be fashioned. Each phase is photographed as a single frame of film.

Production Technique Original

As with all productions, including cartoons, the first steps in making a Pal Puppetoon are the writing of the script, the composition of the music (done first so movements of the plastic characters may be clearly defined before they are made) and the designing of sets.

Then Pal makes color drawings of the first, middle and last phases of each movement, while his assistants complete the twenty-five or more drawings of the intermediate phases of each. The drawings are filmed and projected, to test the movements.

Receiving his degree in architecture ten years ago, Pal turned at once to film work, hoping to use his architectural knowledge in the building and designing of sets.

He opened his own studio in Europe five years ago to experiment with the idea. He left Budapest at the beginning of his film career in 1932 and went to Paris, then to Vienna. A year later he moved to Prague and then to Eindhoven, Holland, where he maintained a staff of some thirty assistants.

Most of his films were sponsored by advertisers, for no European studios had distribution channels to warrant the expense necessary to produce Puppetoons purely for entertainment purposes.

Two of his unique plastic creations are anxiously awaiting new owners. And who those new owners will be depends on the outcome of STR's Short Subjects Contest in which, along with cash prizes, at least two fortunate exhibitors will each receive one of the dolls as a special award.

Newsreel Theatre Operation And What Makes It Click

Downtown Location Is A 'Must' on Experience So Far; The Future Held Bright

The all-newsreel show, which is the most specialized of all theatre operations, has done more than any other type of theatre activity to bring the short subject into bold relief as a box office attraction.

There are some 15 of these newsreel houses located in eight cities spreading from coast to coast. New York City has six, Chicago two and others are in Newark, N. J., Cleveland, Philadelphia, Washington, San Francisco and Los Angeles.

It will be observed that these theatres are operating in cities boasting large permanent and transient populations. There is good reason for this, because up to the present time, newsreel operation has been successful only in such situations.

Male Patrons Predominate

An unusual aspect of newsreel operation is the fact that male patrons predominate, whereas, in theatres showing straight features, women and children comprise about 75 per cent of the audience, according to Major A. G. Rudd, vice president of Newsreel Theatres, Inc., which operates three houses in New York City and one in Newark, N. J.

Major Rudd says that all-newsreel shows appeal principally to persons of higher intelligence, who are interested in civics and world events. Generally, younger folk are not good potential customers.

With several years of experience behind the newsreel operation, theatremen who know this particular branch of exhibition are in a position to apply real showmanship to their programs as well as the selling of the shows.

First run newsreels must be shown, and the quicker the newsreel theatre can get a big news break on the screen, the better. There is no attracting patronage to the newsreel theatre unless the news angle is played up on screen and marquee. This factor has developed a form of show-building with respect to the arrangement of the program which is new to the theatre world.

The newsreel showmen-editors make up their own programs. They book all five newsreel services and are permitted to arrange their shows in accordance with their own ideas, using any sequence of the five newsreels they want, and abbreviating, or entirely eliminating the rest.

Film Rental Differential

Only in the matter of rentals does the newsreel operation differ from the regular feature type of picture theatre. As to rentals, it can be said that generally the cost of film is slightly less than the rental costs for a first-run feature house.

Locations for newsreel theatres have been selected without regard to a statistical formula, but selection of the locations has been based on estimates of permanent population and transient drawing population, within the city or area to be served by the all-news show. Most desirable location is that in section in downtown areas of large cities, especially those near railroad or bus terminals. What makes the latter ideal is that a large percentage of the people in the vicinity have only limited time to spend at a show while awaiting train or bus connections, or awaiting the arrival of others with whom they have arranged meetings. The news reel show makes the ideal one-hour. entertainment, and the admision rate of 25 cents for afternoons and evenings prevailing in most of the newsreels, affords people a better relaxation and more attractive recreation for less money than it would cost to kill time at a coffee shop or restaurant.

Screen Journalism in Infancy

Referring to the future of the newsreel theatre, Major Rudd says: "Screen journalism is in its infancy. Its future is bright. People are becoming more and more 'news conscious'. We are doing all we can to foster this interest by placing news tickers in our lobbies and radios in our lounges."

Rudd's company was the first to show 16 mm. commercial films on a regulation screen in a theatre, at the Rockefeller Centre Newsreel Theatre. The pictures have been shown occasionally, in conjunction with the regular show. Audience reaction has been favorable, it was said.

The first newsreel theatre was the Embassy, in Times Square, New York, opened on November 2, 1929. W. French Githens, president of the company, has screened 47,200 newsreel subjects . . . nearly 5,000,000 feet of films since that time. Githens says: "Newsreel fans like action and thrill pictures; dislike funerals and suffering or mistreatment of children and the abuse of animals on the screen."

One hour is the length of the average show and the turnover, therefore, is considerably greater than in a theatre showing features. The greatest problem confronting expansion of the number of these houses, is to locate them near enough to mass-population centers. The most difficult task, to find enough of these spots.

Promotes Sportlight Through Display



A special lobby display featuring photos of the thoroughbred dogs and Lynn Bogue Hunt, world-famous illustrator, who appear in Paramount's Grantland Rice Sportlight, "Canine Sketches," was arranged for the engagement of the subject at the Saenger Theatre in New Orleans. "Canine Sketches" was dedicated to the New Orleans Sportsmen's Show, which was the occasion for a city-wide celebration.

Good Serial Selling Angle

Joe Nevison of the Stanley-Warner Circuit, used a mimeographed kiddie newspaper to aid him in selling a revival of the serial, "The Lone Ranger." The informal sheet found favor with the youngsters, who liked the pictures and drawings.

the SHOW BUILDER

Patriotic Appeal Developed in Smash Campaign

Americanism Group Helps to Promote City-Wide Interest In Topical Film's Premiere

A COMPREHENSIVE campaign in which the patriotic appeal was completely developed as an exploitation factor was staged recently by Manager Morris Rosenthal of the Loew-Poli Majestic Theatre, Bridgeport, Conn., on the occasion of the world premiere of March of Time's "Americans All," scenes for which had been filmed in this city.

Rosenthal's first move was to contact the Secretary of the Chamber of Commerce and the Secretary of the I Am An American Committee, both of whom he invited, along with the motion picture critic of the *Bridgeport Herald* to attend an advance screening at the March of Time offices in New York. The quartet's trip to the metropolis to see the film influenced the first publicity break in the newspapers.

Plans Opening Night Festival

Returning to Bridgeport, Rosenthal laid plans with the heads of the two organizations for a gala opening night festival. It was decided that an All American stage presentation would take place on the night of the premiere, with the Mayor and all city officials participating.

But that was only the beginning. Talent for the stage show had to be lined up, the affair had to be advertised by every available means, publicity had to be promoted. Winning the cooperation of all Bridgeport newspapers was no difficult task because of the civic and patriotic theme of the campaign. Editors gave the premiere a veritable avalanche of free space—236 inches in all—starting with the preview story and ending with current stories about the completion of plans for the premiere. For exactly one week these stories, in many instances accompanied by two- and three-column pieces of art, broke daily in the *Telegram, Post, Times-Star.*

Keynote Story Takes Nearly a Page

One story, sounding the Americanism keynote, occupied nearly a full page in the Sunday *Post.* Across the top of the page was an eight-column streamer: "Bridgeport Leads Nation in Boosting American Ideals." The story itself concerned the semi-annual report of the activities of the I Am An American Committee which had been set up six months before "to state and recreate the fundamental ideals on which America was founded and developed, and to inculcate in the minds of everyone that we are fortunate to be a part of this great country and that as our duty and privilege we must cherish and support the American way."

Because one of the methods by which the Committee hoped to achieve its purpose was through "educational motion pictures of a patriotic or historical nature which are made available to clubs or groups . . . and are also shown in theatres of the city," the premiere of "Americans All" was a natural and logical tiein. Thus announcement of the showing under the sponsorship of the Committee was no small part of the special story, which, with a large three-column piece of art, took up at least two-thirds of the page.

One of the Committee's most important plans was the celebration of I Am An American Day, which was scheduled to take place on March 10 on a city-wide scale, with all civic officials, schools, clubs, organizations and the like agreeing to take a part in the activities. Rosenthal, chairman of the sub-committee on theatres, arranged to have "Americans All" shown in all local theatres on that day.

Newspapers Lend Valuable Assistance

Between the world premiere and the I Am An American Day celebration, there was plenty of interesting material to "feed" the newspapers, and they willingly "gobbled it up."

Mimeographed on I Am An American Committee letterheads, and signed by Rosenthal, bulletins were placed on all factory bulletin boards through the cooperation of the Committee. They announced that Bridgeport was being honored with the world premiere of "Americans All," that a stage show, prominent speakers and the regular film program had been planned for the occasion, and that "we shall look forward with pleasure to having you among those present that night."

Radio Program Plugs Subject

The evening before the premiere a special 15-minute program under the sponsorship of the Committee was broadcast over Station WICC through the courtesy of the broadcasting company's officials. "Americans All" was plugged, as Rosenthal puts it, "to a fare-thee-well."

On premiere night, thousands of American shields, suitable for displaying in windows and on automobiles, were distributed to attending patrons and celebrities through arrangements with the Committee.

A band in full uniform marched to the theatre and gave a 15-minute concert as crowds milled around the brilliantly lighted front to watch local celebrities enter.

The theatre itself was appropriately decorated for the occasion. Flags and pennants were placed above and around the marquee; inside, around the boxes and loges. A 40-foot American Flag was used as the backdrop for the stage show.

Displays Outline Premiere Program

Displayed in the lobby were 40x60's carrying copy concerning the premiere, an outline of the stage program and stills of local personalities who had taken part in the filming of the special March of Time issue. Strung under the marquee was a 10-foot banner announcing the stage show.

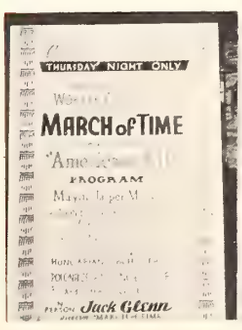
Those participating in the program, over which General Chairman A. V. Bodine of the I Am An American Committee presided, included Mayor Jasper McLevy; Jack Glenn, production director of the March of Time; Charles Weideman, representing the Boy Scouts of America, and Tom Cullen, executive secretary of the Boy Scouts. Musical and dancing specialties were furnished by John Demshocks and his Hungarian Orchestra, a Polonaise dance group and a Russian choir.

The theatre was crowded for the big event. It seemed that indeed the entire population of Bridgeport had turned out en masse for the affair. The patient and careful work on the part of Rosenthal and the members of the I Am An American Committee, as well as the splendid cooperation of the newspapers and civic officials, had been fruitful.

One cannot overlook the fact that since "Americans All" was filmed in Bridgeport, this naturally accounted for much of the business done. But even acknowledging that fact, one should also at the same time give due credit to the showmanship of Manager Rosenthal. He didn't rely on the "local angle" alone—which he could readily have done—but put his shoulder to the wheel and injected a timely angle into his selling activities.

That the entire campaign and the stage show, with over 100 people on the stage, was promoted at absolutely no cost is an achievement in itself. But even more important was the development of the patriotic theme, the groundwork for which had been laid by the organization and important functions of the I Am An American Committee of Bridgeport. With patriotism more strongly to the fore these days than it has been in many years, there is definite proof in Rosenthal's accomplishment that city-wide cooperation can be expected in exploiting a film when Americanism is the selling point.









If You Want Proof, Here It Is

Part of those 236 inches of newspaper publicity promoted by Manager Morris Rosenthal for the engagement of March of Time's "Americans All" at the Loew-Poli Majestic Theatre, Bridgeport, Conn., are contained in the reproduction above. Note how the patriotic theme dominates. Reproduced at the left is the theatre front gaily decorated with flags, while on either side of the center photo are reproductions of the lobby displays.

Reviews of the Current Short Subjects

Information Please No. 7 *(Very Good)*

RKO (14,207) Information Please 10 mins.

Weight-guessing, distinguishing between animals as well as between period feminine hairdos, and answering other questions put to them by Clifton Fadiman, master of ceremonies, the regular panel of experts—Franklin P. Adams, John Kieran and Oscar Levant—go through their paces. Anna Neagle is guest expert, proves she knows a thing or two, joins with Adams in the rendition of a duet from a Gilbert and Sullivan operetta. The subject is just as entertaining as those which have preceded it in this series. Supervised by Dan Golenpaul, it was produced by Frank Donovan.

Porky's Bear Facts *(Amusing)*

Vita. (6609) Looney Tune No. 9 7 mins.

While his next-door neighbor, the lazy bear, refuses to work, wasting his time strumming a guitar, Porky is busily engaged on his farm raising vegetables for the long, hard winter ahead. The pensive pig warns his indolent neighbor that he will starve if he does not bestir himself. Winter does come and the lazy bear is close to starvation. Out of pity, Porky feeds him a sumptuous meal, as the bear promises to reform. With the coming of spring, however, the bear feels the urge to take it easy once again and forgets completely about his pledge to Porky.

The Cat's Tale *(Good)*

Vita. (6713) Merrie Melody No. 13 7 mins.

The talkative mouse is tired of being chased continually by the cat and decides upon a showdown. He pleads with his tormentor to forego chasing him, suggesting that the feline demand the same consideration from the ferocious dog. The canine, however, resents the cat's intrusion and vents his spleen upon the latter. The cat then resumes his chase of the loquacious rodent.

Tortoise Beats the Hare *(Amusing)*

Vita. (6714) Merrie Melody No. 14 7 mins.

This shows how a tortoise can beat a hare—if he has a legion of friends. Bugs Benny, the hare, bets the tortoise $10 that he can beat him in a race. The tortoise tricks him, however, by phoning ahead to his friends who run in relays and beat the hare to the tape.

Goofy Groceries *(Novel)*

Vita. (6715) Merrie Melody No. 5 7 mins.

This is similar in theme and treatment to former subjects made by the same company in which principal characters are life-like reproductions of advertised brands of canned goods, etc., which become animated in a toy grocery store. An animal cracker gorilla nearly wrecks the establishment but the destruction abruptly ends when his mother calls: "Henry," and the ape obediently responds.

Sky Sailing *(Interesting)*

Vita. (6406) Sports Parade No. 6 10 mins.

With commentary by Knox Manning whose voice sounds surprisingly like that of Pete Smith or perhaps Carey Wilson, this subject is timely in view of the vast interest in gliding as elementary training for the more advanced science of aeronautics. This offers a natural tie-in with glider clubs in your territory and there are probably many of them. Del Frazier turned in a fine performance in writing and directing.

Publicity Sports *(Excellent)*

RKO (14,308) Sportscope No. 8 9 mins.

This is easily one of the best Sportscopes released this season, and not just because of the decorative Florida bathing beauties, although they'll make many a tired business man decide he needs a Florida vacation. It seeks to show, and does so exceedingly well, the many sports publicized at this winter resort and indulged in annually by sun-loving vacationists. Speedboating, water-cycling, golfing, fishing, archery and horse-racing at Hialeah Park are included in this beautifully photographed record of a tropical paradise. Although its reception in a certain southwestern state is doubtful, it should be well received elsewhere. Narrated by Andre Baruch, the reel was produced by Frank Donovan. Sell it through sporting goods store tieups, travel agency promotion and department store ad and window cooperation on sports attire.

When Wifie's Away *(Fair)*

RKO (13,704) Leon Errol No. 4 20 mins.

When wifie Sally Payne decides to go away, hubby Leon Errol is accosted by a blonde who wants to use him as a dancing partner, persuades him to let them practice in his apartment. Missing the train, Sally returns, only to complicate matters. It's just mildly amusing comedy, with the laughs few and far between. Lou Brock produced and Harry D'Arcy directed.

Bob Chester & His Orchestra *(Average)*

Para. (AO-5) Headliner No. 5 10 mins.

Bob Chester's orchestra plays a program apparently designed to please all tastes, the numbers including On the Sunny Side of Life, Deep River, and two swing numbers, one of which is aptly titled Chesterwoogie. The subject as a whole, however, is only passably entertaining, because, even with the montage "river" scenes as Bill Darnell sings Deep River, there is nothing to distinguish it in treatment from band reels that have preceded it. Leslie Roush directed. Tie up with music shops on the Chester recordings.

Delhi *(Good)*

Para. (MO-4) Fascinating Journeys No. 4 11 mins.

Although imparting a slow and languid mood, this Technicolor excursion into Delhi in northern India is good entertainment. It shows how, in the modern city, many of the old remains now combine with British architecture to make the metropolis a mecca for sightseers. The photography is beautiful. The reel is best suited for first-run houses featuring high quality product, for it would seem to add dignity and prestige to an already excellent program. School geography classes could write essays on "Delhi" or take a test after seeing the subject.

Freddy Martin & Orch. *(Fair)*

Vita. (6507) Melody Masters No. 7 10 mins.

Novel camera angles feature this reel, which closes with a special arrangement of "Jaywalk," permitting some jive on the electric organ. Played by the orchestra is a Cole Porter number: "I Get a Kick Out of You." These are the highlights in an otherwise so-so reel.

Sun Fun *(Exhilarating)*

Para. (RO-9) Sportlight No. 9 10 mins.

Whether winter or summer, Sun Valley, Idaho, is an ideal spot for sportsmen and vacationists. One is definitely convinced of this fact after seeing this new Sportlight, narrated by Ted Husing. While it serves as an excellent advertisement for the Idaho resort, it is still exhilarating entertainment, showing as it does, ice skating, swimming, riding a pack horse, skijoring, mountain climbing and skiing, all performed with but few variations under either the winter or summer sun. Conduct a newspaper contest to determine the best: winter or summer vacations. Contestants might send in photographs as proof, and winners judged according to the "evidence" submitted.

Popular Science No. 5 *(Interesting)*

Para. (JO-5) Popular Science 11 mins.

The story behind the famous Wilson cartoon sign on Broadway is the highlight of this subject, which also shows some new kitchen gadgets, a microbe farm, the Wily Wizard of Waukesha's new sneeze-catcher, and a new air-mail service for small towns. It all proves to be quite interesting. Fairbanks and Carlisle produced. If local stores handle the new kitchen gadgets, tieups should be arranged. Try to plant a newspaper feature story about Douglas Leigh, creator of the Broadway cartoon sign, who also has signs in Boston, Detroit and Atlantic City.

The Little Whirlwind (1939-40) *(Good)*

RKO (4,118) Disney Cartoon No. 18 8 mins.

Wanting some cake Minnie is baking, Mickey offers to clean the yard, is prevented from doing so by a whirlwind that gives the yard a destructive appearance. He gets the cake—right in the face. Compared to other Disney cartoons, this one is a little below average, yet will delight adults and children alike. It was photographed in Technicolor. Arrange tieups on the products licensed by Disney.

The Seeing Eye *(Poignant)*

Vita. (6206) Broadway Brevity No. 6 20 mins.

In this subject, packed with heart throbs, is depicted the painstaking work of the Seeing Eye Institute, of Morristown, N. J., which trains a selected number of intelligent dogs as guides for the blind. How the dogs are trained and how the "students" are taught to work with the animals forms an absorbing study. There are some 600 "seeing eye" dogs in use throughout the country at this time. This number is rapidly being augmented as fast as new dogs are trained. Here's a short that strikes a hopeful note for the blind but might be considered somewhat lugubrious by some. Produced by Jerome Hill, it contains a commentary which heightens its dramatic values. Spot this reel on a comedy bill, if possible.

More Trifles of Importance *(Excellent)*

MGM (K-283) Passing Parade No. 3 11 mins.

This picture reveals how odd little happenings have had an effect upon science, such as the doctor shaking hands with someone before operating, leading to the discovery of germs; the plate accidentally left in front of a vacuum tube leading the way to X-Rays, and so on. This time it goes into detail to show a couple of other accidental medical discoveries. One was by an old herb brewer way back in the 18th Cen-

(Continued on Next Page)

the SHOW BUILDER

More Trifles of Importance

(Continued from Preceding Page)

tury. Because the Duke had once saved her life from ruffians, in gratitude she brought him a potion while he lay ostensibly on his death bed, which cured him of heart disease within a few hours. Thus was digitalis discovered. The potion was brewed from the familiar flower, foxglove. Then a young doctor treating a badly burned woman, was studying how to save her when he struck a match and burned himself. He plunged his finger into the nearest liquid—a cup of tea. Thus was the tannic treatment discovered. Basil Wrangell directed this excellent subject.

The Prospecting Bear *(Funny)*

MGM (W-244) Cartoon No. 4 9 mins.

Rudolph Ising made this subject of the fat bear in search of gold. The bear runs up against a number of snags mostly of his own doing because of his unfamiliarity with dynamite and also because of the propensity of his burro to eat the explosive. It's a good cartoon and will merit excellent audience reception.

Ye Olde Minstrels *(Poor)*

MGM (C-297) Our Gang No. 7 11 mins.

This is one of the poorer of the Gang comedies, since there are few laughs in it. Most of it is devoted to a minstrel show with attempted spectacle, etc. Alfalfa has now disappeared from the Gang and though Spanky never seems to grow up, the others are still there with Froggy, the hoarse-voiced, cross-eyed lad, taking a leading role. Edward Cahn directed.

Memory Tricks *(Amusing)*

MGM (S-266) Pete Smith No. 6 9 mins.

In this one Pete shows how memory plays tricks on people but how the memory can be tricked itself into behaving. He shows a man with ten instructions from his wife, and the ways in which these instructions are remembered. The numbers are made to rhyme with objects which are then associated with the items to be remembered. Will Jason directed. Pete Smith handles the commentary in his usual humorous fashion.

This Is England *(Timely)*

Col. (2977) Cinescope No. 7 10 mins.

Ed Murrow, CBS commentator in London, takes the camera with him as he goes about England interviewing the people who are helping England to fight her battle by working in the factories during the day, serving with the ARP and other services at night. Somewhat like the Quentin Reynolds subjects, this one shows more of the ordinary people themselves, and several have their say before the microphone. This is the picture that Harry Hopkins brought back recently. In selling it, plug that fact.

Fresh As a Freshman *(Fair)*

Col. (2428) All Star Comedy No. 8 18 mins.

This release, in the Glove Slingers series, tells of a prize fighter, who goes to college after meeting a girl with whom he falls in love. At college, he finds she is a classmate. When a rival tries to steal his girl, he puts on the gloves with him. For a comedy release it's a bit short on laughs. Jules White produced and directed the subject.

Abdul the Bulbul Ameer *(Excellent)*

MGM (W-243) Cartoon No. 3 8 mins.

Hugh Harman has taken the famous old song and cartooned it to perfection. The fearful and fearsome Turk and the brave and brash Russian meet once again to destroy one another. They do it to the accompaniment of the famous music and the cheers of a crowd. The subject should get a good laugh in almost any theatre and will make a welcome addition to any program.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning April 5)

CAPITOL—Memory Tricks (MGM) rev. this issue; Soak the Old (MGM) rev. 9-28-40; The Prospecting Bear (MGM) rev. this issue.

CRITERION—U. S. Naval Academy (Col.) rev. 2-1-41; Mad About Moonshine (RKO-Radio) rev. 3-1-41; Rodeo Dough (MGM) rev. 12-7-40.

GLOBE—International Forum No. 1 (Col.) rev. 3-1-41; This Is England (Col.) rev. this issue.

PARAMOUNT—Speaking of Animals (Para.) rev. 3-15-41; This Is England (Col.) rev. this issue.

RIALTO—Baer vs. Nova Fight Pictures (States Rights).

RIVOLI — The Tortoise Beats the Hare (Vita.) rev. this issue.

ROXY—The Miracle of Hydro (20th-Fox); When Knights Were Bold (20th-Fox).

STRAND — The Tortoise Beats the Hare (Vita.) rev. this issue; Sky Sailing (Vita.) rev. this issue.

Alluring Alaska *(Usual)*

MGM (T-218) Traveltalk No. 8 9 mins.

James A. FitzPatrick includes some more of his Alaskan adventures in this subject which is colorful and interesting, though of the usual type of Travelogue. Some of the scenic beauty of the territory is shown, as well as gold mining operations and successful farming in the Matanuska Valley.

Baby Blues *(Very Good)*

MGM (C-296) Our Gang No. 6 9 mins.

Here's one of the most amusing of the Our Gang pictures in some time. One of the kids is expecting a baby brother and while he is impatiently awaiting its arrival, he reads in an almanac that one in every four babies born is Chinese. Since he has two sisters, this seems to doom the forthcoming addition to the family. With the Gang's help, he first seeks a Chinese boy and finds the lad very likeable. Then they go to the zoo to visit the stork but find him unable to comprehend their desires. Finally, they go to see about the new arrival and find triplets —all girls. Edward Cahn directed.

Gentleman's Gentleman *(Tops)*

RKO (14,102) Walt Disney No. 2 7 mins.

Pluto, after serving breakfast to Mickey, goes out to get the paper. On the way he loses his dime in a grating but with the aid of chewing gum recovers it. Then he picks up the newspaper, reads a cartoon about himself, but finds the paper scattered in every direction. He finally rescues it and returns to his master, Mickey. This is one of the funniest and best Disney cartoons in some time and should get a tremendous audience reception.

Information Please No. 8 *(Excellent)*

RKO (14,208) 10 mins.

Boris Karloff is guest expert in this release. He is a bit shy before the camera—an unusual contrast to his usual role. Since he is so well known to movie audiences, this one ought to have real drawing power. The questions are of the usual type and the experts score very well. Sell it heavily with Boris Karloff's name prominently billed. Frank Donovan produced and Dan Golenpaul supervised.

Golden Eggs *(Excellent)*

RKO (14,401) Walt Disney No. 1 8 mins.

Donald Duck, after collecting eggs from the henhouse, finds the rooster impedes his making away with them. But Donald disguises himself, using a rubber glove for a comb, a gunnysack for feathers and a feather duster for a tail. Thus he attempts to outwit the rooster. When he finally makes away with the eggs, they are all broken. It's a typical Disney cartoon, excellent in every respect, and swell audience material.

. . NEWSREEL SYNOPSES . .

(Released Saturday, April 5)

MOVIETONE (Vol. 23, No. 60)—Strike in Milwaukee; British capture Bengazi; Mechanized Army maneuvers at Ft. Knox; Red Cross fashion show in Washington; Dog show in Chicago; Powder Puff Derby at Agua Caliente; Surf guards off Australian coast.

PATHE (Vol. 12, No. 63)—The strike situation; Roosevelt at Ft. Jackson; Trailers for defense workers; Matsuoka leaves Japan for European trip; British Pig Clubs organize; Michigan wins swimming meet at Lansing; Powder Puff Derby at Agua Caliente.

UNIVERSAL (Vol. 13, No. 968)—Strike in Milwaukee; Roosevelt at Ft. Jackson; Trailers for defense; Mechanized Army maneuvers at Ft. Knox; Easter hat fashions; Easter chicks hatched in New Brunswick, N. J.; Powder Puff Derby at Agua Caliente; Kids' boxing bouts at Germantown, Pa.; Girls' wrestling bout at North Bergen, N. J.

PARAMOUNT (No. 63)—Trout season opens; Painting Easter eggs; Petain visits French industrial area; Mussolini meets Franco; Luxury liners used for Army purposes; Greeks to get U. S. field guns; Mechanized Army maneuvers at Ft. Knox; The strike situation.

NEWS OF THE DAY (Vol. 12, No. 258)—Strikes peril defense; California Labor signs model pact; Mechanized Army maneuvers at Ft. Knox; Roosevelt at Ft. Jackson; British capture Bengazi; Easter styles; Napoleon wins Mexican Steeplechase at Agua Caliente.

(Released Wednesday, April 2)

PARAMOUNT (No. 62)—Football training at Annapolis; Soldiers play baseball wearing gas masks; Yachting season opens in New Orleans; Skating Club performs in New York; Anti-aircraft balloon barrage tested at Ft. Lewis, Wash.; Press Photographers' Association shows prize pictures; Ship crisis looms over U. S. seizures; Scenes of bombing destruction in Glasgow.

MOVIETONE (Vol. 23, No. 59)—U. S. seizes ships of Axis in move to halt sabotage; Motorized artillery in England; Modernized fortress stands guard against German invasion; British factories manufacture steel helmets; Buckingham Palace bombed again; Americans in R.A.F.; Poles, Czechs, others in foreign legion of the air; Boys' Club contest in New York; Modern cavalry mechanized at Campo, Calif.; Golden Gloves bouts at Chicago; Ice carnival in New York.

NEWS OF THE DAY (Vol. 12, No. 257)—U. S. seizes Axis ships; Britain on alert to repel invasion; Boy king takes over in Yugoslav crisis; Nation's No. 1 news photos exhibited; Labor turmoil slows defense; Little sisters have their day in New York; Football training at Annapolis; Chicago wins Golden Gloves finals (Chicago only); Champion alligator wrestlers at Miami.

PATHE (Vol. 12, No. 62)—U. S. seizes Axis ships; Roosevelt returns from fishing trip; Glasgow digs out after raid; Royalty escapes Buckingham Palace bombing; U. S. help aids British victims; Boys stage little sister show in New York; Nation's No. 1 news photos exhibited in New York; Ice carnival in New York; Golden Gloves bouts at Chicago.

UNIVERSAL (Vol. 13, No. 967)—U. S. seizes Axis ships; Yugoslavs defy the Axis; Work resumed in Bethlehem steel strike; Police and pickets clash at Harvester plant in Richmond, Ind.; Glasgow digs out after raid; Roosevelt ends his vacation; New merchant ship launched at Long Beach, Calif.; Little sisters have their day in New York; Champion alligator wrestlers at Miami; Ice carnival in New York; Hunt Cup Race at Cheltenham, England.

the SHOW BUILDER

Name 342 New Arbitrators

(*Continued from Page* 5)

the clearance of Durkee's Forrest and Gwynne over the Walbrook was unreasonable. He decreed that the two theatres may play ahead of the Walbrook in the future, but that the latter may play immediately thereafter . . . even a day later if prints are available.

Announcement of a decision in the case of the State Theatre, Morris, Ill., charging Loew's, Inc., with refusal to license, was delayed, reportedly for acceptance by the distributor company's legal staff of a change in phraseology. The decision of Arbitrator Charles Henkle was said to have recognized the claim of the complainant and to have ordered the distributor to service the house. Should Loew's lawyers refuse to approve the changes, which it is reported would eliminate reference to 1940-41 from the award proper, the case would be reheard.

New arbitration complaints follow:

Lucien Des Coteau, operator of three theatres in Manchester, N. H., naming the five consenting companies, charges that houses of the State Operating Company of the same town, enjoy unreasonable clearance.

David Silver, operator of the Earle, Newcastle, Del., has demanded product for his theatre, naming Loew's, Inc., and, as an interested party, Loew's Parkway, Wilmington.

A supplementary list of arbitrators totaling 342 was issued this week as follows:

ALBANY: Henry M. Anderson, John J. Brady, Jr., Alfred I. Schimpf, Judge H. Myron Lewis, Ernest V Hoit, Eugene A. Sporborg.

ATLANTA: W. Neal Baird, E. L. Booth, Prof. J. L. Campbell, Prof. L. E. Campbell, T. Elbert Clemmons, Lewis F. Gordon, Sr., Granger Hansell, Bryon P. Harris, A. W. Heden, Mills B. Lane, Jr., Carl H. Lewis, Harry S. McCowen, Baster N. Maddox, Prof. Harold G. Murphy, F. J. O'Gara, W. R. Osborn, Thomas Howell Scott, Harry Sommers, W. Eugene Harrington, Parker G. Sanford.

BOSTON: Prof. Raymond G. Baldes, Thomas V. Barb, Campbell Bosson, Alden C. Brett, Matthew Brown, Arthur L. Bull, Albert Minot Chandler, Henry M. Channing, Danforth W. Comins, Courtenay Crocker, Frederick A. Dakin, George E. Gordon, Arthur P. Hardy, Garrett S. Hoag, Ernest A. Johnson, Frederick W. Mansfield, Prof. Leo Drew O'Neil, Henry Parkman, Jr., Robert L. Rice, Ben M. Selekman, John E. Thayer, Prof. Harry R. Tosdal, Robert C. Van Amringe, Wallace N. Watson, Raymond S. Wilkins, Edward A. Coulihan, Jr.

BUFFALO: Robert W. H. Campbell, Michael Catalano, Frank C. Densburger, James McCormick Mitchell, Prof. Thomas Norton, Robert A. Scott.

CHARLOTTE: H. R. Biggers, J. L. Blythe, T. R. Brem, F. L. Jackson, C. D. Kirkpatrick, John M. Scott, A. K. Sutton, Prof. Paul Wheeler.

CHICAGO: Roger K. Ballard, Herbert Devereaux, Cyrus J. Dunachie, Geo. P. Ellis, James P. Haynes, Albert G. McCaleb, Esq., John W. McClure, Thomas W. Merritt, Leo T. Norville, Esq., Sidney L. Parry, W. A. Patterson, Raymond E. Rickboil, Lewis J. Ruskin, Walter Dill Scott, Edwin W. Sims, H. L. Stevens, Russell Winslow, Richard J. Kuhns, Col. Henry Barrett Chamberlain.

CINCINNATI: Joseph W. Austin, Oliver G. Bailey, Jerome Clark, Anthony B. Dunlap, Esq., Willis D. Gradison, W. W. Hewett, Julius Holzberg, Judge Standley Matthews, Edward P. Moulinier, Walter M. Shohl.

CLEVELAND: Howard F. Burns, Esq., C. Herbert Cox, Louis Cull, C. R. Cummins, Hal Griswold, Esq., Marvin C. Harrison, Esq., L. L. Marshall (Hon.), Wm. J. P. Moonan, Frank H. Pelton, Earl L. Shaner, Clare M. Vrooman.

DALLAS: J. E. Hutchinson, Jr., C. F. O'Donnell, Ted Robinson, Harold S. Star, Leslie Waggener, Esq.

DENVER: John Charles Davis, A. De Bernardi, Jr., Walter J. Morris, Richard J. Osenbaugh, Ernest B. Fowler, Paul W. Lee.

DES MOINES: M. C. Nelson, William Widdup, Fred J. Peterson, Fred M. Morrison, Clyde H. Doolittle.

DETROIT: F. J. Armstrong, E. W. McFarland, Paul T. Rankin, Paul W. Voorhies, Edmund M. Brady, Esq., Dr. Lent D. Upson.

INDIANAPOLIS: Fred J. Hamerin, A. Rice Emmet.

KANSAS CITY: Paul Barnett, Esq., Glen L. Bennett, Carlton R. Benton, Wendell Cloud, Esq., Forrest F. Dodds, Edward Fraser, Russell F. Greiner, Cliff C. Jones, George E. Powell, J. Robertson, Esq., E. N. Ronnau, John Thornberry, R. Carter Tucker.

LOS ANGELES: Milo W. Bekins, William C. Mathes, Esq., Dean E. J. Miller, W. H. C. Ness, Henry Thomson, J. L. Van Norman, H. M. Walker.

MEMPHIS: Sim F. Clark, Wils Davis, Esq., T. W. Lewis, Judge R. I. Moore, James J. Pleasants, Jr., Robert H. Stickley, Esq., Hillsman Taylor, Esq.

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NEW HAVEN: Hudson B. Hastings, George R. Holmes, Albert L. Worthen.

NEW ORLEANS: Theo. W. Bethea, Gordon S. Boswell, E. L. Demmon, Robert W. Elsasser, Philip E. James, Sumter D. Marks, H. Grady Meador, W. H. Osborn, R. V. Whittaker.

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PORTLAND: Arthur B. Dibble, Frank Loxley Griffin, A. R. Sawtell.

ST. LOUIS: Judge J. Wesley McAfee, Edwin B. Meissner.

SALT LAKE CITY: A. E. Eberhardt, Adolph Ladru Jensen, P. A. Mattingly, Robert Peel.

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Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Martha O'Driscoll has been assigned the feminine lead in Harry Sherman's next Hopalong Cassidy feature, "Secret of the Wasteland," which will also mark Brad King's debut in the series. As usual, William Boyd has the top role.

Phyllis Kennedy, young comedienne recently discovered by Director Gregory La Cava, draws a role in his current production for Universal, "Unfinished Business."

Martha Raye has been signed by Warner Bros. for the second feminine lead in "Navy Blues," forthcoming service musical which Lloyd Bacon will direct. Previously set for top-line roles were Ann Sheridan, Jack Oakie, Eddie Albert and Jack Haley. Shooting is scheduled to get under way April 15.

Don Alden King, former gas station attendant, has been signed by David O. Selznick to an acting contract. King has had no acting experience.

"The Lone Rider Gallops to Glory," third in the series of musical westerns starring George Houston for Producers Releasing Corp., is set to go before the cameras next week. Sam Newfield will direct.

Shooting started a few days ago on 20th Century-Fox' "Man With the Shovel," with a cast headed by George Montgomery, Osa Massen and J. Carrol Naish. Ray McCarey is handling the megaphone.

Returning to the screen from the New York stage for the first time in two years, Leif Erikson reported back to Paramount and was signed to play Bob Hope's romantic rival for the hand of Paulette Goddard in "Nothing But the Truth." The picture also has Edward Arnold and Helen Vinson in leading roles.

MGM will team Clark Gable and Lana Turner in "Honky Tonk," under the direction of Jack Conway. The picture rolls as soon as Gable finishes his current chore in "The Uniform," in which he is appearing with Rosalind Russell.

Tex Ritter occupies the stellar spot in Monogram's super-western, "The Pioneers," currently before the cameras under the direction of Al Herman. The supporting cast lined up by Producer Edward Finney includes Slim Andrews and Wanda McKay.

Ernest Truex reported to Republic for his role in "The Gay Vagabond," joining a cast which includes Roscoe Karns, Ruth Donnelly, Lynn Merrick and Carol Adams.

Hal Roach has signed Victor Mature to a new seven-year contract, calling for a salary of $1750 weekly. Mature is currently in the Broadway stage hit, "Lady in the Dark."

Actor Edward Fielding, 58, joined the cast of RKO's "Before the Fact," his eighteenth role since his film debut in "Rebecca." The picture co-stars Cary Grant and Joan Fontaine, under Alfred Hitchcock's direction.

Bill Pine and Bill Thomas have set April 17 as the starting date of "Forced Landing," second of the Richard Arlen starring vehicles. Eva Gabor and J. Carrol Naish have been assigned to important parts in the picture which Gordon Wiles will direct. Herbert L. White, famed stunt pilot, will handle the air sequences.

Samuel Goldwyn announces that Herman Shumlin, producer of Lillian Hellman's stage hit, "The Little Foxes," will close the play's run on April 12, to permit some of the players to enact their roles in Goldwyn's screen version, which will star Bette Davis. William Wyler will direct.

Robert Stack is proudly displaying a new autographed portrait given him by Deanna Durbin inscribed with this: "To Bob. My friend and 'First Love'—Deanna."

James Corner, youthful stage actor of the original "What A Life" company, was signed by Producer Jerrold Brandt to play the romantic lead, opposite Mildred Coles, in "Scattergood Pulls the Strings." Guy Kibbee stars in the picture.



Some Ladies!

Left to right: Doug Yates, Ass't to Producer Albert J. Cohen, Horace McMahon, Producer Albert J. Cohen, William Wright. McMahon and Wright, attired here as ladies of the chorus, are really rookies in Republic's army camp production, "Rookies on Parade," produced by Al Cohen. McMahon and Wright play the part of "ladies" for a production staged by the soldiers in camp.

Cary Grant Signed for "Man Who Came to Dinner"

Announcement of Cary Grant for the starring role in "The Man Who Came to Dinner," George S. Kaufman-Moss Hart stage hit, has been made by Warner Bros., thus ending several months of speculation over the casting of one of the year's plum roles. Grant's selection was heartily approved by Kaufman and Hart.

His salary, which was not disclosed, will be donated by Grant to the British War Relief Fund, he said, after inking the contract.

The picture is scheduled to go before the cameras within the next month, under the direction of Edmund Goulding, from the screenplay written by Julius and Philip Epstein.

6th Dr. Christian Gets Title

The sixth picture of the "Dr. Christian" series starring Jean Hersholt, has been titled "Interlude," and preparations have been set for shooting to start next week. Erle C. Kenton will direct for Stephens-Lang Productions. Dorothy Lovett returns to the series after a one picture absence.

Wood Forms Producing Group

Sam Wood, one of the most prominent directors in the film industry, has formed his own producing company, and has closed a deal with RKO for the release of one or more pictures annually for the next three years. The alliance with RKO will not prevent Wood from producing and directing pictures for other studios.

"Illusions" Korda's Next

Alexander Korda's next production for United Artists will be "Illusions," with Merle Oberon in the starring role, under the direction of Julien Duvivier. Two newcomers, George Reeves and Joseph Cotten, will have important roles in the picture.

Sherman Starts "Parson"

"Parson of Panamint," latest deluxe western produced by Harry Sherman, went before the cameras with an all-star cast headed by Charlie Ruggles, Phil Terry, Ellen Drew, Janet Beecher, Henry Kolker, Porter Hall, Clem Bevans, Douglas Fowley, and Joseph Schildkraut. William McGann is directing.

Claire Dodd Stays at Universal

Because of her work in "The Black Cat," Claire Dodd has been signed to a seven-year contract by Universal. Her first assignment under the new deal will be the feminine lead in "Men of the Timberlands," with Richard Arlen and Andy Devine.

Ruggles Starts Tests

Wesley Ruggles, Columbia producer-director, has started making tests for the top roles in "The Doctor's Husband," his next assignment at the studio, scheduled to go into production shortly.

HOLLYWOOD STUDIO ROUND-UP

Ten new pictures went before the cameras this week:

COLUMBIA

HANDS ACROSS THE ROCKIES—Principals: Bill Elliott, Dub Taylor, Mary Daily. Director, Lambert Hillyer.

MONOGRAM

KING OF THE ZOMBIES—Principals: John Archer, Mantan Moreland, Dick Purcell, Joan Woodbury. Director, Jean Yarbrough.

THE PIONEERS—Principals: Tex Ritter, Slim Andrews, Wanda McKay. Director, Al Herman.

REDHEAD—Principals: June Lang, Johnny Downs, Eric Blore. Director, Edward Cahn.

PARAMOUNT

PARSON OF PANAMINT—Principals: Charles Ruggles, Ellen Drew, Phil Terry, Joseph Schildkraut. Director, William McGann.

WORLD PREMIERE—Principals: John Barrymore, Frances Farmer. Director, Ted Tetzlaff.

NOTHING BUT THE TRUTH—Principals: Bob Hope, Paulette Goddard. Director, Elliott Nugent.

20TH CENTURY-FOX

MAN WITH THE SHOVEL—Principals: George Montgomery, Osa Massen, J. Carroll Naish. Director, Ray McCarey.

UNIVERSAL

HELLO SUCKER—Principals: Hugh Herbert, Peggy Moran, Tom Brown. Director, Edward Cline.

MEN OF THE TIMBERLANDS—Principals: Richard Arlen, Andy Devine, Claire Dodd. Director, Jack Rawlins.

Rita Hayworth Teamed with Astaire

Rita Hayworth draws the co-starring role with Fred Astaire in Columbia's "He's My Uncle," timely filmusical with an army camp background which is now being readied for production. Music in "He's My Uncle" will be by Cole Porter, who is writing seven original songs to highlight the production. Sidney Lanfield directs.

Reed Signed by RKO

Immediately on completion of his role in "Aloma of the South Seas" at Paramount, Philip Reed will report to RKO, where he has been signed to a term contract.

Mankiewicz at 20th-Fox

Herman Mankiewicz joined the 20th Century-Fox writing staff to work with Mark Hellinger on the screenplay of Hellinger's original, "Scrap Book."

Small Schedules Eight Features For UA's 1941-42 Program

Embarking on a program of a larger number of pictures than any other ever launched by an individual United Artists producer, Edward Small has announced he will have a total of eight on his 1941-42 program.

First to roll will be "G-Man Versus Scotland Yard," starring Ilona Massey, which is scheduled for production in mid-April under the direction of Tim Whelan. Tentatively set as the second film to go into production is "Twin Beds," from the famous stage play. Walter de Leon is writing the screenplay on the latter.

The six others announced by Small are "Heliotrope," "The Corsican Brothers," "My Official Wife," "Murderers' Holiday," "Two Years Before the Mast" and "In Rudolf Valentino's Day." With the exception of "Two Years Before the Mast," writers have been assigned to all of the vehicles.

Roland in Republic Film

Gilbert Roland has been signed by Republic for an important role in "Angels With Broken Wings," a musical with a Broadway background. Leni Lynn, Jane Frazee, Mary Lee, Lois Ranson and Marilyn Hare, will have featured roles. Bernard Vorhaus will direct for Associate Producer Albert J. Cohen.

Jones Gets New Seven Year Deal

Marking the end of his first seven year contract, Paul Jones, Paramount producer, has signed a term contract to produce top budget pictures for the next seven years. Jones produced all of the pictures by Preston Sturges last year, all of which were hits, including "The Great McGinty," "Christmas in July," and "The Lady Eve." Jones also produced "The Road to Zanzibar," current box office hit.

Montgomery for 'Heaven Can Wait'

Robert Montgomery will play the role of a saxophone-playing pug in Columbia's "Heaven Can Wait," which Director Alexander Hall expects to put before the cameras within the next two weeks. The picture, rated as one of the more important features on the company's schedule this season, will be produced by Everett Riskin.

Houseman Reports to Selznick

John Houseman, one of the most active figures in organizing the New York Federal Theatre Project, arrived in Hollywood to assume a new post of production assistant to David O. Selznick. Among the new duties to be assumed by Houseman with the David O. Selznick Productions, will be the shaping of preliminary plans for production of "Jane Eyre" and "Claudia."

Rehearsal



Director Alfred Hitchcock rehearses Cary Grant and Joan Fontaine in their lines for a scene in their current starring RKO Radio romantic mystery, "Before the Fact," while scriptgirl Adele Cannon holds script and Carol Stevens, Hitchcock's secretary, stands interestedly by.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Paramount's announced plans for the filming of a picture under the title of "Santa Anita," sound great for the sure-thing boys. Here's one race the "oldtimer" will be able to tout, providing we can take a gander at the shooting script.

It was very funny watching Bill (Hopalong) Boyd giving Brad King the once-over at a recent preview at Harry Sherman's studio . . . and deciding the newcomer will fill the bill to perfection. Incidently, Bill looks great after his New York trip and tells us he's rarin' to go.

About 200 members of the press were invited to a cocktail party to help pick a title for William Dieterle's RKO picture, "The Devil and Daniel Webster," with Dieterle explaining why a new title was advisable. P.S. The title of the picture will be "The Devil and Daniel Webster" . . . so we're wondering who stuffed the ballots. Another P.S. The cocktails were good.

Bud Barsky has been added to Edward Small's production staff, proving that Eddie knows a good bet when he sees one. Bud, one of the veterans of the picture industry, should be a big asset to Small's production plans.

Visiting with Director Frank McDonald on the set of Republic's "Country Fair," and discovered that Frank was really in the "oldtimers" class, with 19 years of stage experience to back up his 7 years in the picture industry. If he don't look out, we're going to call him "old-man McDonald."

We understand that 90 per cent of Deanna Durbin's fan mail, received in the past two months, is in favor of her marriage—something that should please the Universal heads very much. If you're interested, we're also in favor of it.

Ruth Hussey gets the biggest break of her career on loanout to Columbia for the top feminine role in John Stahl's "Our Wife." A swell break for a swell girl, who happens to be an excellent actress.

Advance Dope (STR)

CRACKED NUTS (Univ.) **Comedy.** Rel. July 11. **Principals:** Stuart Erwin, Una Merkel, Mischa Auer, William Frawley. **Plot:** A plodding small town boy with a brain that moves as slowly as his feet, puts one over on a couple of big city connivers who are out to get his bankroll. This helps him win the girl he loves. **Director:** Edward Cline.

SANDY STEPS OUT (Univ.) **Drama.** Rel. July 18. **Principals:** Baby Sandy, Edward Everett Horton, Donald Woods, Raymond Walburn, Evelyn Ankers. **Plot:** Three brothers become the innocent victims of a woman's desperate plight. Faced with the care of a strange baby, their life is a nightmare until the mother comes along and straightens everything out. **Director:** Harold Young.

MUTINY IN THE ARCTIC (Univ.) **Drama.** Rel. April 18. **Principals:** Richard Arlen, Andy Devine, Anne Nagel. **Plot:** Mutiny occurs on board a sailing vessel bound for the Arctic circle and raw radium. The two men who chartered the boat are set adrift by the leaders. They manage to survive on a floating berg until they finally reach the Eskimo camp and their destination. **Director:** John Rawlins.

HURRY, CHARLIE, HURRY (RKO) **Comedy.** Rel. May 2. **Principals:** Leon Errol, Kenneth Howell, Mildred Coles, Cecil Cunningham. **Plot:** A hen-pecked husband gets into a peck of trouble when he promises to invite the Vice President of the United States to one of his social-climbing wife's parties. His impersonation causes great confusion when the real Vice President arrives. **Director:** Charles Roberts.

COUNTRY FAIR (Rep.) **Comedy-Drama.** Rel. not set. **Principals:** Lulu Belle and Scotty, Eddie Foy, Jr., Whitey Ford. **Plot:** To make sure that his gubernatorial candidate is elected, so that he can marry the girl he loves a fast-talking young campaign manager wins over the populace. **Director:** Frank McDonald.

Fuller Promotes Display Window To Plug Andy Hardy on Main St.

Occasionally, a picture bearing a title with merchandising possibilities comes along. It's a pity not to take advantage of this opportunity and make the most of it, says Walter Fuller, manager of the Fox Theatre, Bakersfield, Calif.

When "Andy Hardy's Private Secretary" was booked into his theatre, Fuller promoted a complete display window in the town's main street and furnished it completely as an office. The unusual display stopped many a passerby and elicited quite a bit of comment from them. It helped his gross on the booking too, Fuller says.

"Personal Endorsement" One of Many Prestige Angles In Presenting "Land of Liberty"

The film industry's sponsorship of "Land of Liberty" is one of the many significant factors which make this short subject a picture of great potential value both as an attraction for the public and a prestige builder for the theatre.

The latter angle may be stressed in a variety of ways, but the "personal endorsement" method seems to hold more possibilities than other styles of approach. The message, whether it be printed in newspaper, a letter, or a throwaway, of course is signed by the theatreman, who "endorses" the picture as a great contribution to the strengthening of national morale, as entertainment of wide appeal and the theatreman also points out that the industry conceived this picture and offers it to the public as a means of contributing to welfare work among soldiers, sailors and charitable projects occasioned by the war emergency—by turning over rental receipts beyond actual cost of distribution to these welfare agencies.

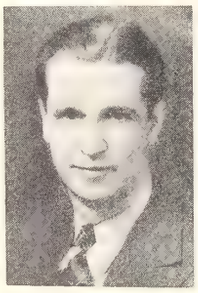
Meet Your Exchangemen

William H. Evidon (Col.)



Bill was born on October 1, 1911 in Minneapolis and graduated from the North High School in 1929. He moved to California and in October, 1934 returned to Minneapolis to take a position as poster clerk with Columbia in the Minneapolis branch. In April, 1935 he was promoted to assistant booker and then to head booker in September, 1936. He was promoted again in May, 1937 to head booker-office manager.

Maurice D. Saffle (MGM)



Here's a fellow who came up the hard way. He started with Universal in 1928 and in four years advanced from shipper to booker to salesman. Then he joined Producers' Distributing Corp. for a year and in 1925 became an MGM salesman in Seattle. Four years later he was made a branch manager and transferred to Salt Lake City and, in 1937, came back to Seattle as branch manager, a position he holds today.

Photo Contest on 'Tugboat Annie'

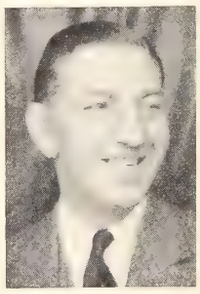
Wally Leach of the Stanley-Warner Circuit, promoted a three-day photo contest to sell "Tugboat Annie Sails Again." Prizes were obtained from a jeweler. The choicest of the entries were displayed in the sponsor's window during the run of the picture, with theatre credits.

Harold Laird (Republic)



Harold is Republic branch manager in Tampa, one of the exchanges operated under franchise by Arthur C. Bromberg, with whom he started his motion picture career as a salesman. Later he sold trailers for National Screen Service, and then joined Warner Brothers, working as shipper, booker and office manager in Atlanta and Memphis. He subsequently booked for the circuit of theatres owned by Oscar Lam of Rome, Ga., and rejoined Republic last June as Tampa branch manager. Yes, he's as genial and jovial as he looks!

Al L. Aved (Columbia)



Al was born in Minneapolis on April 25th, 1903. He graduated from North High School and attended the University of Minnesota and entered the film industry in 1924 as salesman for MGM, remaining there four years, then worked from 1928 to 1929 for Warner Bros. Joined R C A Photophone and in April, 1933 became associated with Columbia in Minneapolis as salesman, where he now covers Southern Minnesota.

Lew McKenzie (Warner Bros.)



Hailing from Scotland, but now a Canadian, tried and true, Lew McKenzie, Warner branch manager in Saint John, N. B., gave up the Kilts and the Bagpipes for projectors and celluloid many years ago. After an early arrival in Canada he attended the Toronto public schools. Upon completion of his schooling, decided to cater to the comforts of the feet and became a shoe salesman. The monotony of fitting shoes soon bored him and he turned to the exciting business of selling films. He has done a swell job of it and is now one of Warners youngest branch managers.

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Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
Hell's Crossroads (D)A	Tom Keene-John Qualen		8/2/40	Reissued
	(Former title "Our Daily Bread")			
Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1029	Babies for Sale (D)A	Rochelle Hudson-Glenn Ford	64	5/16/40	b5/18/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1037	Girls of the Road (D)A	Ann Dvorak-Helen Mack-L. Lane	61	6/20/40	b7/27/40
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
	I Married Adventure (T)F	Travelogue Feature	78	7/24/40	b8/3/40
1023	Island of Doomed Men (D)A	Peter Lorre-Rochelle Hudson	67	5/20/40	b6/8/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1016	Lone Wolf Meets a Lady(My)F	Warren William-Jean Muir	71	5/30/40	b5/18/40
1036	Mad Men of Europe (War)F	Edmund Gwenn-Mary Maguire	72	6/3/40	b5/25/40
1213	Man from Tumbleweeds (W)	Bill Elliott-Iris Meredith	59	5/2/40	a5/25/40
1038	Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1021	Out West with the Peppers (CD)F	Edith Fellows-Dorothy Peterson	62	6/30/40	b7/20/40
1028	Passport to Alcatraz (Spy)A	Jack Holt-Cecelia Callejo	60	6/6/40	b5/25/40
1214	Return of Wild Bill (W)F	Bill Elliott-Iris Meredith	60	6/27/40	b7/13/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40
1206	Texas Stagecoach (W)F	Chas. Starrett-Iris Meredith	59	5/23/40	b3/30/40
1111	Twenty-one Days Together (D)A	Vivien Leigh-Laurence Olivier	72	5/16/40	b4/6/40
	(Reviewed as "Three Weeks Together")				

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)	Warren William-June Storey		3/6/41	a1/11/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
	(Reviewed as "Ten Days in Paris")				
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay		3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	a10/26/40

Coming 1940-41

	Big Boss (D)	Otto Kruger-Gloria Dickson		4/28/41	a3/15/41
	(Former title "Chain Gang")				
2034	Great Swindle (D)	Jack Holt-Marjorie Reynolds	54	4/10/41	a6/29/40
	(Former title "Tampered Evidence")				
2215	Hands Across the Rockies (W)	Bill Elliott-Dub Taylor			In Prod.
	Her First Beau (CD)	Jane Withers-Jackie Cooper		5/8/41	a3/15/41
	Naval Academy (CD)	Jimmy Lydon-Fred. Bartholomew		5/22/41	a3/15/41
	Officer and the Lady	Rochelle Hudson-Bruce Bennett			In Prod.
	Penny Serenade (C)	Irene Dunne-Cary Grant		4/24/41	a12/21/40
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles		5/7/41	In Prod.
	Senate Page Boys (D)	Herbert Marshall-Virginia Bruce		5/30/41	a3/15/41
	She Knew All the Answers(D)	Franchot Tone-Joan Bennett		5/15/41	a3/29/41
	They Dare Not Love (D)	Martha Scott-George Brent		4/30/41	a2 22 41
	Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane			a3/15/41
	Under Age (D)	Nan Grey-Alan Baxter-Tom Neal		4/17/41	a3/15/41

DISNEY

	Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
42	Captain Is A Lady (C)F	Coburn-Billie Burke-B. Bondi	65	6/21/40	b6/29/40
36	Edison The Man (B)F	Spencer Tracy-Rita Johnson	107	5/10/40	b5/25/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
41	Mortal Storm (D)F	Margaret Sullavan-Jas Stewart	100	6/14/40	b6/15/40
31	New Moon (O)F	Jeanette MacDonald-Nelson Eddy	102	6/28/40	b6/15/40
40	Phantom Raiders (My)F	Walter Pidgeon-Florence Rice	70	5/31/40	b6/1/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44	Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
39	Susan and God (C)A	Joan Crawford-Fredric March	117	6/7/40	b6/8/40
35	Twenty Mule Team (D)F	Wallace Beery-Leo Carrillo	84	5/3/40	b5/4/40
39	Waterloo Bridge (D)A	Vivien Leigh-Robert Taylor	107	5/17/40	b5/18/40
45	We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

MGM

Current 1940-41

			Mins.	Rel. Date	See Issue of
126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108	Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/18/41	b1/11/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
121	Wild Man of Borneo (C)F	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
102	Wyoming (CD)A				

Coming 1940-41

	Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan	6/6/41	a2/1/41
	Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)		a3/29/41
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman		a3/29/41
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern		a3/22/41
	Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter	5/9/41	a3/29/41
	Man From the City	Virginia Weidler-Robt. Sterling		In Prod.
	Marx Bros. (Untitled) (F)	Marx Bros.-Virginia Grey		In Prod.
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41
	People vs. Dr. Kildare (D)	Lew Ayres-Lionel Barrymore	5/2/41	In Prod.
	Uniform, The (D)	Clark Gable-Rosalind Russell		a3/29/41
131	Washington Melodrama (My)	Frank Morgan-Ann Rutherford	4/18/41	a3/22/41
	Woman's Face (D)	Joan Crawford-Melvyn Douglas	5/23/41	a3/29/41
130	Ziegfeld Girl (Mu)	Stewart-Garland-Lamarr-Martin	4/25/41	a1/18/41

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
	Cowboy From Sundown (W)F	Tex Ritter	58	5/9/40	b5/11/40
	Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
	Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
	Kid From Santa Fe (W)	Jack Randall		5/23/40	a4/27/40
	Land of the Six Guns (W)F	Jack Randall-Louise Stanley	54	5/2/40	b6/29/40
	Last Alarm (D)F	Warren Hull-Polly Ann Young	61	6/25/40	b7/6/40
	Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
	On the Spot (D)F	Frankie Darro-Mary Kornman	61	6/11/40	b6/8/40
	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
	Riders From Nowhere (W)	Jack Randall-Margaret Roach	45	6/6/40	a4/27/40
	Up in the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40
	Wild Horse Range (W)F	Jack Randall	53	6/25/40	b6/22/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)	Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	a3/8/41
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
	Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
	You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	Break the News (M)	Maurice Chevalier-Jack Buchanan		Not Rev.
	Kid's Last Ride (W)	John King-Ray Corrigan		a1/11/41
	(Former title "Prairie Schooldays")			
	King of Zombies	John Archer-Mantan Moreland		In Prod.
	Phantom Killer	Bela Lugosi-Polly Ann Young	4 25 41	In Prod.
	Pioneers, The (W)	Tex Ritter-Slim Andrews		In Prod.
	Redhead	June Lang, Johnny Downs		In Prod.
	Roar of the Press (My)	Jean Parker-Wallace Ford	4/30/41	a3/29/41
	(Former title "Widows of the Press")			
	Tumbledown Ranch in Arizona (W)	Range Busters	4 20 41	In Prod.

PARAMOUNT

Current 1939-40

3935	Biscuit Eater (B)F	Billie Lee-Cordell Hickman	79	5/24/40	b4/13/40
3932	Buck Benny Rides Again(C)F	Jack Benny-Virginia Dale	85	5/3/40	b4/13/40
3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
		Bob Hope-Paulette Goddard	78	6 21/40	b6/8/40
3938	Ghost Breakers (MyC)F	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3942	Golden Gloves (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3945	Great McGinty (D)A	Wm. Boyd-Russell Hayden	61	6/7/40	b5/18/40
3958	Hidden Gold (W)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3943	Mystery Sea Raider (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3946	North West Mounted Police (D)F	Charles Ruggles-Robert Paige	67	5/10/40	b5/11/40
3933	Opened By Mistake (C)F	Jean Cagney-Richard Denning	60	6/28/40	b6/29/40
3939	Queen of the Mob (G)A	Madeleine Carroll-Fairbanks, Jr.	86	6/14/40	b6/8/40
3937	Safari (D)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3959	Stagecoach War (W)F	Dorothy Lamour-Robert Preston	75	5/31/40	b5/25/40
3936	Those Were the Days (PC)F	Wm. Holden-Bonita Granville	71	5/17/40	b5/4/40
3934	Typhoon (Tech.) (D)F	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3941	Untamed (Tech.) (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40
3940	Way of All Flesh (D)A				

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41

			Mins.	Rel. Date	See Issue of
4009	Arise, My Love (CD)	A. Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4005	Cherokee Strip (W)	F. Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)	F. Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)	F. Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)	F. Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)	F. Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)	A. Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4016	Life With Henry (C)	F. Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4021	Lady Eve (D)	F. Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)	F. Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)	F. Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)	F. Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)	A. Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)	A. D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)	F. J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4004	Quarterback (CD)	F. Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)	F. MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4024	Round-Up (W)	F. Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4001	Rhythm on the River (M)	F. Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)	F. Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)	F. J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4050	Three Men From Texas (W)	F. William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)	A. Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)	F. Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)	A. Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)	F. Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming 1940-41

	Aloma of the South Seas (Tech.)	Dorothy Lamour-Jon Hall		8/8/41	In Prod.
4053	Border Vigilantes (W)	F. Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
	Buy Me That Town	Lloyd Nolan-Constance Moore			In Prod.
	Caught in the Draft (C)	Bob Hope-Dorothy Lamour		5/30/41	a3/1/41
	Great Man's Lady (D)	Barbara Stanwyck-Joel McCrea (Former title "Pioneer Woman")			a3/22/41
	Hold Back the Dawn (D)	Chas. Boyer-Olivia de Havilland			a3/22/41
	I Wanted Wings (D)	F. Brian Donlevy-Ray Milland	130	7/18/41	b3/29/41
	Kiss the Boys Goodbye (CM)	D. Ameche-M. Martin-O. Levant		7/4/41	a3/8/41
	New York Town	Mary Martin-Fred MacMurray		7/25/41	a11/30/40
	Night of Jan. 16th	Ellen Drew-Robt. Preston			In Prod.
	Nothing But the Truth	Bob Hope-Paulette Goddard			In Prod.
	One Night in Lisbon (CD)	Madeleine Carroll-Fred MacMurray		5/16/41	a2/8/41
	Parson of Panamint	Charles Ruggles-Ellen Drew		6/27/41	In Prod.
	Pirates on Horseback (W)	Wm. Boyd-Russell Hayden		6/6/41	a1/25/41
	Power Dive (D)	Richard Arlen-Jean Parker		4/25/41	a3/22/41
	Reaching for the Sun (D)	Joel McCrea-Ellen Drew		5/3/41	a11/2/40
4025	Road to Zanzibar (CM)	F. Crosby-Lamour-Hope	90	4/11/41	b3/15/41
	Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		6/13/41	a11/9/40
	Skylark (CD)	Claudette Colbert-Ray Milland			a3/1/41
4020	There's Magic in Music (Mu)	F. Allan Jones-Susanna Foster (Reviewed as "Hard Boiled Canary")	80		b3/1/41
	West Point Widow (CD)	Ann Shirley-Richard Carlson		7/25/41	a3/22/41
	Wide Open Town (W)	William Boyd-Russell Hayden			a3/1/41
	World Premiere	John Barrymore-Frances Farmer			In Prod.

Coming 1941-42

	Mr. Bug Goes to Town	Tech. Cartoon Feature			In Prod.

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice (W)	Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	Bob Steele	55	9/30/40	Not Rev.
157	Billy the Kid Outlawed (W)	Bob Steele	55	7/20/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)	Bob Steele		3/3/41	Not Rev.
160	Billy the Kid's Range War (W)	Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)	Henry Armetta	62	1/17/41	Not Rev.
105	Devil Bat (My)	Bela Lugosi	69	12/13/40	Not Rev.
	Emergency Landing	Carol Hughes			In Prod.
108	Federal Fugitives (Spy)	Neil Hamilton		3/28/41	a3/29/41
151	Frontier Crusader (W)	Tim McCoy	64	6/1/40	Not Rev.
152	Gun Code (W)	Tim McCoy	55	8/3/40	Not Rev.
102	Hold That Woman (C-D)	F. James Dunn-Frances Gifford	66	6/28/40	b8/3/40
101	I Take This Oath (D)	Joyce Compton-Gordon Jones	67	5/20/40	Not Rev.
104	Misbehaving Husbands (C)	F. Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
103	Marked Men (D)	Warren Hull-Isabel Jewell		8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)	F. Tim McCoy	53	3/7/41	b3/1/41
154	Riders of Black Mountain (W)	Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)	F. Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)	Roger Pryor-Virginia Vale		4/18/41	a3/29/41

R.K.O.-RADIO

Current 1939-40

35	Anne of Windy Poplars (D)	F. Anne Shirley-James Ellison	89	6/28/40	b6/22/40
31	Beyond Tomorrow (D)	A. Richard Carlson-Jean Parker	84	5/10/40	b3/30/40
28	Bill of Divorcement (D)	A. Maureen O'Hara-Adolphe Menjou	73	5/31/40	b3/16/40
39	Cross Country Romance (C)	F. Gene Raymond-Wendy Barrie	66	7/12/40	b6/29/40
40	Dance, Girl, Dance (D)	A. Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
36	Dr. Christian Meets the Women (D)	F. Jean Hersholt-Dorothy Lovett	63	7/5/40	b6/29/40
24	Irene (Part Tech.) (MC)	F. Anna Neagle-Ray Milland	101	5/3/40	b4/20/40
38	Lucky Partners (C)	A. Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
37	Millionaires in Prison (D)	A. Lee Tracy-Linda Hayes	62	7/26/40	b6/29/40
25	My Favorite Wife (C)	A. Dunne-Grant-Scott	83	5/17/40	b5/4/40
42	One Crowded Night (D)	A. Billie Seward-Don Costello	66	8/9/40	b8/3/40
34	Pop Always Pays (C)	F. Leon Errol-Dennis O'Keefe	66	6/21/40	b6/22/40
84	Prairie Law (W)	F. Geo. O'Brien-Virginia Vale	62	6/7/40	b6/22/40
61	Queen of Destiny (B)	F. Neagle-Walbrook (Tech.) (Reviewed as "Sixty Glorious Years")	90	8/2/40	b10/29/38
33	Saint Takes Over (MyC)	F. Geo. Sanders-Wendy Barrie	60	6/7/40	b4/27/40
85	Stage to Chino (W)	F. George O'Brien	59	7/26/40	b7/27/40
41	Stranger on the Third Floor (D)	A. Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
29	Tom Brown's Schooldays (D)	F. Jimmy Lydon-Hardwicke	84	7/19/40	b6/22/40
86	Triple Justice (W)	F. Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)	F. Fay Wray-Charles Lang	62	8/23/40	b8/17/40
32	You Can't Fool Your Wife (C)	F. Lucille Ball-James Ellison	68	5/24/40	b5/25/40

Current 1940-41

183	Along the Rio Grande (W)	F. Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
118	Citizen Kane (D)	Orson Welles-Dorothy Comingore		2/28/41	In Prod.
161	Convoy (War)	F. Clive Brook-John Clements	89	1/3/41	b12/7/40
102	Dreaming Out Loud (C)	F. Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
182	Fargo Kid (W)	F. Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)	F. Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
120	Girl, A Guy and A Gob (C)	F. Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)	F. Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)	A. Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)	F. Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)	F. Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)	F. Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
110	Little Men (D)	F. Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)	F. Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)	A. Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)	A. Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)	F. Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)	A. Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)	F. March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)	F. Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
125	Repent at Leisure (C-D)	Kent Taylor-Wendy Barrie		4/4/41	a3/1/41
123	Scattergood Baines (C)	F. Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41

R.K.O.-RADIO

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
116	Saint in Palm Springs (MyC)	F. George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
104	They Knew What They Wanted (D)	A. Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)	A. Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her (C)	F. Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)	F. Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)	F. Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

Coming 1940-41

	Bambi	Disney Cartoon Feature			In Prod.
	Before the Fact (D)	Cary Grant-Joan Fontaine			a3/22/41
	Devil and Daniel Webster	Thomas Mitchell-Walter Huston			In Prod.
122	Devil and Miss Jones (D)	F. Jean Arthur-Chas. Coburn	92	4/14/41	a4/5/41
129	Hurry, Charlie, Hurry (C)	F. Leon Errol-Mildred Coles		5/2/41	a4/5/41
124	Melody for Three (D)	F. Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
	My Life With Caroline	Ronald Colman-Anna Lee			In Prod.
	Parachute Battalion	Robert Preston-Nancy Kelly			In Prod.
	Reluctant Dragon	Benchley and Cartoon Characters			In Prod.
184	Robbers of the Range (W)	F. Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
	Scattergood Pulls the Strings (CD)	Guy Kibbee		5/30/41	In Prod.
	Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger		5/16/41	In Prod.
128	They Met in Argentina (MD)	Ellison-O'Hara-Ebsen		4/25/41	a2/15/41
126	Tom, Dick and Harry (C)	Ginger Rogers-Geo. Murphy		6/13/41	a3/29/41

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)	F. Gene Autry-Burnette-June Storey	65	7/15/40	b7/20/40
955	Carson City Kid (W)	F. Roy Rogers-"Gabby" Hayes	57	7/1/40	b6/22/40
923	Crooked Road (D)	A. Edmund Lowe-Irene Hervey	66	5/10/40	b5/11/40
924	Earl of Puddlestone (C)	F. The Gleasons	67	8/31/40	b8/17/40
906	Gangs of Chicago (G)	F. Lola Lane-Lloyd Nolan-MacLane	66	5/19/40	b5/25/40
943	Gaucho Serenade (MW)	F. Gene Autry-Smiley Burnette	66	5/10/40	b5/18/40
904	Girl From God's Country (D)	F. Chester Morris-Chas. Bickford	75	7/30/40	b7/27/40
908	Grand Ole Opry (C)	F. Weaver Bros. & Elviry	68	6/25/40	b7/13/40
992	One Man's Law (W)	F. Don Barry-Janet Waldo	57	6/29/40	b7/13/40
956	Ranger and the Lady (W)	F. Roy Rogers-George Hayes	59	7/30/40	b7/27/40
966	Rocky Mountain Rangers (W)	F. Three Mesquiteers	58	5/24/40	b6/8/40
909	Scatterbrain (C)	F. Judy Canova-Alan Mowbray	73	7/20/40	b7/13/40
910	Sing, Dance, Plenty Hot (M)	F. Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40
903	Three Faces West (D)	F. J. Wayne-Sigrid Gurie-C. Coburn (Reviewed as "The Refugee")	81	7/12/40	b6/22/40
907	Wagons Westward (D)	F. Chester Morris-Anita Louise	69	6/19/40	b6/29/40
902	Women in War (D)	F. Elsie Janis-Wendy Barrie	71	6/6/40	b6/1/40

Current 1940-41

10	Arkansas Judge (C)	F. Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)	F. Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)	F. Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)	F. Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)	F. Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)	F. Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)	F. Roy Rogers-George Hayes	57	9/15/40	b9/7/40
7	Friendly Neighbors (C)	F. Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)	F. Don Barry-Betty Moran	57	10/10/40	b10/12/40
17	Girl From Havana (D)	A. Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)	F. Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)	F. Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)	F. Roy Rogers-G. "Gabby" Hayes		3/28/41	a3/1/41
64	Lone Star Raiders (W)	F. Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)	A. John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)	F. Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)	F. Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)	F. Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (CD)	F. Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5/41
61	Oklahoma Renegades (W)	F. Three Mesquiteers	57	8/29/40	b8/17/40
20	Petticoat Politics (C)	F. Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)	F. Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)	F. Three Mesquiteers	58	2/16/41	b2/22/41
43	Ride, Tenderfoot, Ride (MW)	F. Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)	F. Gene Autry-Smiley Burnette	79	1/24/41	b2/1/41
54	Robin Hood of the Pecos (W)	F. Roy Rogers-George Hayes	59	1/14/41	b1/18/41
73	Texas Terrors (W)	F. Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)	F. Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)	F. Don "Red" Barry	57	8/16/40	b8/3/40
62	Under Texas Skies (W)	F. Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)	A. John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)	F. Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)	F. Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

	Country Fair	Lulu Belle-Scotty			a4/5/41
	Gay Vagabond, A	Ruth Donnelly-Roscoe Karns			In Prod.
	Lady From New Orleans (D)	Ona Munson-John Wayne		4/28/41	a3/15/41
66	Pals of the Pecos (W)	Three Mesquiteers		4/15/41	a3/15/41
	Rookies on Parade (CM)	Bob Crosby-Ruth Terry		4/21/41	a3/15/41
	Sheriff of Tombstone (W)	Roy Rogers-George "Gabby" Hayes			In Prod.
	Singing Hills (MW)	Gene Autry-Smiley Burnette			a3/29/41
2	Sis Hopkins (C)	Judy Canova-Bob Crosby		4/12/41	a2/22/41
76	Two-Gun Sheriff (W)	Don "Red" Barry-Lynn Merrick		4/10/41	a3/15/41

20TH CENT.-FOX

Current 1939-40

48	Charlie Chan's Murder Cruise (My)	F. Sidney Toler-Marjorie Weaver	75	6/21/40	b5/11/40
34	Earthbound (D)	A. Warner Baxter-Andrea Leeds	67	6/7/40	b6/8/40
47	Four Sons (D)	A. Ameche-Leontovitch-Alan Curtis	89	6/14/40	b6/1/40
51	Girl In 313 (My)	A. Florence Rice-Joan Valerie	56	5/31/40	b6/22/40
38	I Was An Adventuress (D)	A. Zorina-Richard Greene	81	5/10/40	b5/4/40
45	Lillian Russell (B)	F. Alice Faye-Don Ameche	127	5/24/40	b5/18/40
49	Lucky Cisco Kid (W)	F. Cesar Romero-Mary Hughes	68	6/28/40	b6/1/40
46	Manhattan Heartbeat (D)	F. Virginia Gilmore-Joan Davis	72	7/12/40	b6/8/40
50	Maryland (Tech.) (B)	F. B. Joyce-Payne-Brennan	92	7/19/40	b7/6/40
44	On Their Own (C)	F. Jones Family	63	5/17/40	b4/13/40
52	Sailor's Lady (C)	F. Nancy Kelly-Jon Hall	66	7/5/40	b7/6/40
43	So This Is London (C)	A. Geo. Sanders-Drayton-Churchill	70	5/3/40	b2/4/39

Current 1940-41

107	Brigham Young, Frontiersman (PD)	A. Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)	A. Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)	F. Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)	F. Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
136	Dead Men Tell (My)	F. Sidney Toler	61	3/28/41	b3/29/41
113	Down Argentine Way (M)	F. Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Debut No. 1 (C)	F. G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
108	Gay Caballero (W)	F. Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)	F. Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)	F. Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)	F. Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
111	Great Profile (C)	A. John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)	F. Paul Muni-Gene Tierney	94	1/3/41	b12/28/40
122	Jennie (D)	F. Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell		5/30/41	a3/15/41
	Bride Wore Crutches (C-D)F	Lynne Roberts-Ted North	59	7/4/41	b7/27/40
	Cowboy and the Blonde (CD)	Mary Beth Hughes-G. Montgomery		5/23/41	a3/15/41
	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
	Great American Broadcast (MD)	Alice Faye-John Payne-Jack Oakie		5/2/41	a3/1/41
	Man Hunt	Walter Pidgeon-Joan Bennett		5/16/41	In Prod.
	Man With the Shovel	Geo. Montgomery-Osa Massen			In Prod.
	Outlaw, The	Walter Huston-Thos. Mitchell			In Prod.
	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
	Sun Valley	Sonja Henie-John Payne-M. Berle			In Prod.
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
	Very Young Lady (C)	Jane Withers-Nancy Kelly		6/6/41	a3/8/41

Coming 1941-42

	Miami (Tech.)	Don Ameche-Betty Grable			In Prod.

UNITED ARTISTS

Current

	Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
	Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
	Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
	Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
	Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
	Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
	Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
	Our Town (D)F	Fay Bainter-Frank Craven	90	5/24/40	b5/18/40
	Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
	Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
	Saps at Sea (C)F	Stan Laurel-Oliver Hardy	56	5/3/40	b4/27/40
	So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
	Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
	South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40	b7/20/40
	Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
	Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
	Turnabout (C)A	Carole Landis-Hubbard-Menjou	83	5/17/40	b5/4/40
	Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

	Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe			a3/1/41
	Major Barbara	Wendy Hiller-Robert Morley			Coming
	New Wine (MD)	Ilona Massey-Binnie Barnes			a3/8/41
	Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
	That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
	That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41

UNIVERSAL

Current 1939-40

4015	Alias the Deacon (C)F	Bob Burns	73	5/17/40	b5/4/40
4063	Bad Man From Red Butte (W)F	J. M. Brown-Baker-Fuzzy Knight	58	5/31/40	b6/15/40
4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4056	Hot Steel (A)F	Richard Arlen-Andy Devine	61	5/24/40	b6/29/40
4037	I Can't Give You Anything But Love, Baby (C)F	Peggy Moran-Johnny Downs	61	6/21/40	b5/11/40
4005	If I Had My Way (MC)F	Bing Crosby-Gloria Jean	87	5/3/40	b4/27/40
4029	La Conga Nights (C)F	Hugh Herbert	60	5/31/40	b5/18/40
4036	Love, Honor, and Oh Baby (C)F	Wallace Ford-Kathryn Adams	60	6/7/40	b6/8/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4008	Sandy Is A Lady (C)F	Sandy-Mischa Auer-Nan Grey	64	6/14/40	b5/25/40
4031	Ski Patrol (War)F	Luli Deste-Philip Dorn	64	5/10/40	b5/11/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

			Mins.	Rel. Date	See Issue of
	Black Cat (My)	Hugh Herbert-Broderick Crawford		5/2/41	a3/8/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot		4/25/41	a2/15/41
	Hello Sucker	Hugh Herbert-Peggy Moran			In Prod.
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
	Men of the Timberlands	Richard Arlen-Andy Devine			In Prod.
	Model Wife (C-D)	Joan Blondell-Dick Powell		4/18/41	a2/8/41
	Mutiny in the Arctic (A)	Richard Arlen-Andy Devine		4/18/41	a4/5/41
	Oh, Charlie (MyC)	Abbott & Costelle—Evelyn Ankers			a2/22/41
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/18/41	a4/5/41
	Sing Another Chorus	Johnny Downs-Jane Frazee			In Prod.
	Tight Shoes	Brod Crawford-Ann Gwynne		6/13/41	In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery		8/15/41	a3/8/41
	We're in the Navy Now (MyC)	Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
405	Brother Orchid (GC)F	E. G. Robinson-Sothern-Bellamy	90	6/8/40	b6/1/40
466	Flight Angels (D)F	Ralph Bellamy-Dennis Morgan	74	5/18/40	b5/11/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
473	Fugitive From Justice (G)A	Roger Pryor-Lucille Fairbanks	53	6/15/40	b6/8/40
424	Gambling on the High Seas (G)F	Wayne Morris-Jane Wyman	58	6/22/40	b2/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b6/29/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
410	Saturday's Children (D)F	John Garfield-Anne Shirley	101	5/11/40	b4/13/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
423	Tear Gas Squad (G)F	D. Morgan-J. Payne-G. Dickson	58	5/4/40	b3/23/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40
455	Torrid Zone (D)A	Cagney-O'Brien-Sheridan	88	5/25/40	b5/11/40

Current 1940-41

570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark (My-C)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
525	Here Comes the Navy (C)F	James Cagney-Pat O'Brien	86	12/21/40	Reissue
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My) (Former title "Murder on the Second Floor")			3/1/41	a1/18/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40

Coming 1940-41

	Affectionately Yours (C)	Merle Oberon-Dennis Morgan			a2/8/41
	Bad Men of Missouri	Dennis Morgan-Wayne Morris			In Prod.
	Bride Came C.O.D. (C-D)	Bette Davis-James Cagney			a2/15/41
	Dive Bomber (Tech.)	Errol Flynn-Fred MacMurray			In Prod.
	Flight Patrol	James Stephenson-Ronald Reagan			In Prod.
	Gentle People (D)	Ida Lupino-John Garfield			a3/8/41
	Great Lie (D)F	Bette Davis-Geo. Brent	95	4/12/41	b4/5/41
	Highway West (D)	Brenda Marshall-Olympe Bradna			a3/1/41
	Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt			a1/25/41
	Man Power	Marlene Dietrich-George Raft			In Prod.
	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123		a3/15/41
	Miss Wheelwright Discovers America (C-D)	Priscilla Lane-Ronald Reagan			a2/1/41
	Nurse's Secret (My)	Lee Patrick-Regis Toomey			a3/8/41
	Passage From Hong Kong(My)	Keith Douglas-Lucile Fairbanks			a3/29/41
	Sergeant York	Gary Cooper-Joan Leslie			a3/29/41
	Shining Victory (D) (Former title "Winged Victory")	J. Fitzgerald-Jas. Stephenson			a2/1/41
	Singapore Woman (D)	Brenda Marshall-David Bruce			a2/1/41
	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	Coming
	Thieves Fall Out (Former title "Thirty Days Hath September")	Eddie Albert-Joan Leslie			a2/8/41
	Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			a3/1/41
	Underground (D)	Jeffrey Lynn-Karen Verne			a3/22/41
	Wagons Roll at Night (D) (Former title "Carnival")	Humphrey Bogart-Sylvia Sidney		4/26/41	a11/2/40

MISCELLANEOUS

	Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
	Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
	King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
	Leopard Men of Africa (T)A	Natives and animals	65	Select	b7/6/40
	Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
	Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
	Mad Youth (D)A	Mary Ainslee-Betty Compson	60	Atlas	b5/25/40
	Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
	Murder in the Night (D)A	Jack LaRue-Sandra Storme	58	Film All	b7/20/40
	Overnight (D)F	Robert Donat-Pearl Argyle	66	Mundus	b6/8/40
	Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues		16½	Not Rev.
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/14/41
2421	Pleased to Mitt You		18	Not Rev.
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights		10	Not Rev.
2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2505	Helping Paw	Amusing	7	2/ 1/41
2507	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West		10	Not Rev.
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2604	So You Think You Know Music No. 1		10	Not Rev.
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home		10	Not Rev.
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41

STOOGE COMEDIES (8)

2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

COLUMBIA 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941		10	Not Rev.
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer		11	Not Rev.
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	9/ 7/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106	Stuffie	Swell	11	3/ 9/40
S-105	What's Your I.Q.?	Good	7½	3/ 9/40
S-109	What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

F-141	Day of Rest	Funny	10	10/28/39
F-144	Home Movies	A Howl	9	3/ 9/40
F-142	See Your Doctor	Very Funny	8	12/23/39
F-143	That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

X-151	Flag Speaks	A Must	19	57 4/40
X-80	Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

T-59	Calling on Colombia	Standard	8	4/27/40
T-51	Day on Treasure Island	Colorful	10	9/ 9/39
T-55	Land of Alaska Nellie	Good	10	1/27/40
T-61	Modern New Orleans	Interesting	9	6/ 1/40
T-52	Natural Wonders of Washington State	Okay	10	10/28/39
T-57	Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56	Old Natchez	Good	9	2/ 3/40
T-53	Quaint St. Augustine	Charming	9	11/25/39
T-58	Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60	Sitka and Juneau	Interesting	9	4/27/40
T-62	Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54	Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

		Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)				
W-243	Abul the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-241	Lonesome Stranger	Excellent	9	12/ 7/40
W-242	Mrs. Ladybug	Excellent	8	1/ 4/41
W-244	Prospecting Bear	Funny	9	4/ 5/41
CRIME DOESN'T PAY (6)				
P-201	Eyes of the Navy	Excellent	22	10/19/40
P-204	Forbidden Passage	Tops	21	3/ 1/41
P-203	Respect the Law	Very Good	20	2/ 1/41
P-202	You the People	Excellent	21	1/ 4/41
MINIATURES (10)				
M-232	Great Meddler	Very Good	10	1/ 4/41
M-233	Happiest Man on Earth	Unusual	10	2/ 1/41
M-234	More About Nostradamus	Timely	11	2/22/41
M-231	Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)				
C-296	Baby Blues	Very Good	10	4/ 5/41
C-295	Fightin' Fools	Good Fun	10	2/ 1/41
C-293	Goin' Fishin'	Standard	10	11/ 9/40
C-291	Good Bad Boys	Good	11	9/ 7/40
C-294	Kiddie Cure	Good Gang	11	12/ 7/40
C-292	Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297	Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)				
K-281	American Spoken Here	Excellent	10	12/ 7/40
K-283	More Trifles of Importance	Excellent	11	4/ 5/41
K-282	Whispers	Excellent	10	2/22/41
PETE SMITH SPECIALTIES (14)				
S-266	Memory Tricks	Amusing	9	4/ 5/41
S-264	Penny to the Rescue	Excellent	10	2/ 1/41
S-261	Quicker'n a Wink	Excellent	10	11/ 9/40
S-265	Quiz Biz	Entertaining	10	2/22/41
S-263	Sea For Yourself	Holds Interest	10	1/ 4/41
S-262	Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)				
T-218	Alluring Alaska	Usual	10	4/ 5/41
T-214	Beautiful Bali	As Usual	10	12/ 7/40
T-211	Capital City	Fair	9	9/ 7/40
T-212	Cavalcade of San Francisco	Too Late	9	9/28/40
T-219	Glimpses of Kentucky		10	Not Rev.
	Glimpses of Washington State		10	Not Rev.
	Haiti, Land of Dark Majesty		10	Not Rev.
T-216	Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213	Old New Mexico	Fair	10	11/ 9/40
T-215	Old New Orleans	As Usual	10	1/ 4/41
T-217	Red Men on Parade	Fair	10	3/ 1/41
	Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939 40

		Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)				
C9-3	Ants in the Plants	Good	7	3/23/40
C9-1	Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4	Kick in Time	Good	7	2/24/40
C9-2	Little Lambkin	Cute	7	8/17/40
C9-5	Snubbed by a Snob	Cute	7	5/18/40
C9-6	You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)				
K9-6	Argentina		10	Not Rev.
K9-3	Chile	Fair Travelogue	10	12/16/39
K9-4	Cuba		10	Not Rev.
K9-1	Ecuador	Fair	10	9/16/39
K9-5	Isle of Columbus		10	Not Rev.
K9-7	Pacific Paradise	Interesting	10	7/13/40
K9-2	Peru	Average	10	10/21/39
HEADLINERS (10)				
A9-1	Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9	Blue Barron & Orch.	Good	10	6/ 8/40
A9-5	Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8	Have You Met Yvette?	Good	10	5/ 4/40
A9-4	Here's Hal	Average	10	12/16/39
A9-6	Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3	Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7	George Olsen and His Music	Peppy	10	3/23/40
A9-2	Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10	Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)				
V9-3	Bits of Life	Misses Fire	11	12/16/39
V9-2	Busy Little Bears	Splendid	10	11/11/39
V9-9	Dangerous Dollars	Informative	11	7/13/40
V9-7	Not So Dumb	Excellent	10	3/23/40
V9-6	Pictorial	Interesting	10	2/24/40
V9-10	Pictorial No. 2	Satisfactory	10	8/24/40
V9-1	Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5	Sugar Wind	Good	10	2/ 3/40
V9-8	Television Preview	Interesting	10	5/18/40
V9-4	Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)				
E9-10	Doing Impossikible Stunts	Good	7	8/17/40
E9-3	Females Is Fickle	Good	7	3/23/40
E9-9	Fightin' Pals		7	Not Rev.
E9-5	Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1	Never Sock a Baby	Good	6	11/18/39
E9-8	Nurse Mates	Fair	7	7/13/40
E9-6	Onion Pacific	Satisfactory	7	6/ 8/40
E9-12	Puttin' On the Act	Poor	7	8/24/40
E9-2	Shakespearian Spinach	Funny	7	2/ 3/40
E9-4	Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11	Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7	Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)				
J9-1	No. 1	Very Good	10	9/23/39
J9-2	No. 2	Very Interesting	10	11/25/39
J9-3	No. 3	Interesting	10	1/27/40
J9-4	No. 4	Exceptional	10	2/24/40
J9-5	No. 5	Very Good	10	5/ 4/40
J9-6	No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)				
R9-5	Aqua-Rhythm	Good	10	11/18/39
R9-10	Blue Streak	Excellent	10	5/ 4/40
R9-7	Bowling Skill	Very Good	10	2/ 3/40
R9-3	Catching Whoppers	Thrilling	10	9/23/39
R9-12	Cradle of Champions	Excellent	10	6/15/40
R9-4	Dog Is Born	Excellent	10	11/ 4/39
R9-2	Desert Adventure	Excellent	10	9/23/39
R9-8	Human Fish	Excellent	10	2/24/40
R9-1	Hydro-Maniacs	Exciting	10	8/26/39
R9-6	Judo Experts	Excellent	10	1/20/40
R9-11	Playmates of the Wild	Unique	10	5/18/40
R9-13	Sink or Swim	Very Good	10	7/13/40
R9-9	Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)				
B9-5	Foul Ball Player	Fair	7	6/ 8/40
B9-9	Fulla Bluff Man	Fair	7	8/24/40
B9-3	Granite Hotel	Good	7	5/18/40
B9-11	Pedagological Institution		7	Not Rev.
B9-10	Springtime in the Rockage		7	Not Rev.
B9-6	Ugly Dino	Cute	7	7/13/40
B9-2	Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4	Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8	Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1	Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12	Way Back When Women Had Their Weigh		7	Not Rev.
B9-7	Wedding Belts		7	Not Rev.
SYMPHONIC (3)				
D9-1	Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2	Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3	William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)				
L9-1	No. 1	Good	11	10/14/39
L9-2	No. 2	Fair	11	12/16/39
L9-3	No. 3	Good	11	2/ 3/40
L9-4	No. 4	Interesting	10	5/ 4/40
L9-5	No. 5	Good	10	5/18/40
L9-6	No. 6	Interesting	10	8/16/40

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		Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)				
H0-4	Bring Himself Back Alive	Good	7	12/21/40
H0-1	Dandy Lion	Poor	7	10/ 5/40
H0-3	Mommy Loves Poppy	Average	7	11/23/40
H0-2	Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7	Speaking of Animals	Excellent	9	3/15/41
H0-6	Twinkletoes Gets the Bird		7	Not Rev.
H0-5	Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)				
M0-4	Delhi	Good	11	4/ 5/41
M0-1	River Thames—Yesterday	Beautiful	10	11/23/40
M0-2	Sacred Ganges	Dull	10	1/25/41
M0-3	Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)				
G0-3	All's Well	Silly	7	1/18/41
G0-2	Constable	Satisfactory	7	11/23/40
G0-1	King For a Day	Fair	7	10/26/40
G0-5	Swing Cleaning		7	Not Rev.
G0-4	Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)				
A0-5	Bob Chester & Orch.	Average	10	4/ 5/41
A0-4	Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2	Listen to Larry	Satisfactory	10	11/ 2/40
A0-3	Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1	Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)				
V0-2	Dipsy Gipsy		9	Not Rev.
V0-1	Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)				
V0-3	Breezy Little Bears	Excellent	10	1/18/41
V0-1	Nature's Nursery	Excellent	10	11/ 2/40
V0-4	Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2	Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)				
E0-4	Eugene, the Jeep	Funny	7	12/ 7/40
E0-8	Flies Ain't Human		7	Not Rev.
E0-2	My Pop, My Pop	Amusing	7	11/ 2/40
E0-7	Olive's Sweepstake Ticket		7	Not Rev.
E0-1	Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5	Problem Pappy	Fair	7	1/25/41
E0-6	Quiet Pleeze	Very Good	7	3/22/41
E0-3	With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)				
J0-1	No. 1	Good	10	10/ 5/40
J0-2	No. 2	Interesting	10	11/23/40
J0-3	No. 3	Interesting	10	12/21/40
J0-4	No. 4	Usual	10	3/22/41
J0-5	No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)				
S0-1	Trouble With Husbands	Great Fun	11	11/16/40
S0-2	Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)				
FF0-1	Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)				
R0-6	Acrobatic Aces	Excellent	10	1/25/41
R0-8	Canine Sketches	Fine	10	3/22/41
R0-1	Diving Demons	Beautiful	10	10/ 5/40
R0-5	Feminine Fitness	Very Good	10	12/21/40
R0-7	Fishing Fever	Appealing	10	3/22/41
R0-4	Marine Round-up	Excellent	10	12/ 7/40
R0-3	Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-2	Sporting Everglades	Very Good	10	10/26/40
R0-9	Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)				
L0-1	No. 1	Good	10	10/ 5/40
L0-2	No. 2	Interesting	10	12/ 7/40
L0-3	No. 3	Good	10	2/15/41
L0-4	No. 4	Good	11	3/29/41

RKO-RADIO 1939-40

		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
4105	Bill Poster	Very Good	8	5/25/40
4107	Bone Trouble		9	Not Rev.
4103	Donald's Dog Laundry	Very Funny	8	5/25/40
4109	Donald's Vacation	A Scream	8	8/10/40
4114	Fire Chief	Good	8	12/14/40
4113	Goofy's Glider	Excellent	8	12/14/40
4118	Little Whirlwind	Good	8	4/ 5/41
4106	Mr. Duck Steps Out	Swell	8	5/25/40
4112	Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101	Officer Duck	A Scream	8	9/16/39
4115	Pantry Pirate	Very Good	8	2/ 1/41
4110	Pluto's Dream House	Excellent	8	9/14/40
4117	Pluto's Playmate	Excellent	8	3/ 1/41
4108	Put-Put Troubles		7	Not Rev.
4102	Riveters	A Howl	7	5/25/40
4116	Timber	A Howl	8	3/ 1/41
4104	Tugboat Mickey	Excellent	8	5/25/40
4111	Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)				
3401	Act Your Age	Extremely Funny	18	10/ 7/39
3402	Kennedy the Great		19	Not Rev.
3404	Mutiny in the County		17	Not Rev.
3403	Slightly at Sea		16	Not Rev.
3405	'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)				
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205	No. 5 (Chris. Morley)	Good	11	2/10/40
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210	No. 10 (Deems Taylor)	Good	11	6/15/40
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212	No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)				
3704	Bested by a Beard		20	Not Rev.
3703	Scrappily Married		20	Not Rev.
3702	Truth Aches		19	Not Rev.
3701	Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)				
3108	Canada at War	Interesting	18	3/ 9/40
3109	America's Youth—1940	Satisfactory	19	4/13/40
3110	Philippines	Interesting	19	5/11/40
3111	U. S. Navy	Good	19	6/ 8/40
3112	Spoils of Conquest	Good	17	8/10/40
3113	Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)				
3201	Blamed For a Blonde	Very Funny	19	10/ 7/39
3203	Chicken Feed		18	Not Rev.
3202	Coat Tales		18	Not Rev.
3205	Goodness a Ghost		16	Not Rev.
3204	Twinceplets		20	Not Rev.
RAY WHITLEY (8)				
3502	Bandits and Ballads		17	Not Rev.
3504	Coralling a School Marm	Good	20	8/10/40
3501	Cupid Rides the Range	Very Good	18	9/16/39
3503	Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)				
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
SPORTSCOPES (13)				
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	11	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

1940-41

		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
14102	Gentleman's Gentleman	Tops	7	4 5 41
14101	Golden Eggs	Excellent	8	4 5 41
EDGAR KENNEDY (6)				
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	Coming
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10 19 40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	9 14 40
14202	No. 2 (Ruth Gordon)	Good	10	10 19 40
14203	No. 3 (Alice Marble)	Swell As Usual	10	11 16 40
14204	No. 4 (Louis Bromfield)	Excellent	11	12 14 40
14205	No. 5 (Wendell Willkie)	Good	10	2 1 41
14206	No. 6 (Jan Struther)	Excellent	11	3 1 41
14207	No. 7 (Anna Neagle)	Very Good	10	4 5 41
14208	No. 8 (Boris Karloff)	Excellent	10	4 5 41
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13702	Tattle Talevision	Funny	19	11/16/40
13704	When Wifie's Away	Fair	20	4/ 5/41

RKO-RADIO 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
PICTURE PEOPLE (13)				
14401/	No. 1	Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	Coming
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14502	What's Happening in Argentina	Very Timely	10	Coming
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)				
510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing (Tech.)	Good	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent (Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

20th CENTURY-FOX 1940-41

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE				
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)				
1601	Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)		7	Not Rev.
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold		7	Not Rev.

UNIVERSAL 1939-40

CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232	Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

UNIVERSAL 1940-41

		Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	10/12/40
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5244	Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)				
5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12/28/40
5355	85—Hunting on Top of the World	Fascinating	9	12/28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones		10	Not Rev.
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5224	Tickled Pinky	Rustic Rhythm	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2/24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/23/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch.	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
	MERRIE MELODIES (26) (Tech.)			
5316	Bears' Tale		7	..Not Rev.
5312	Busy Bakers		7	..Not Rev.
5322	Ceiling Hero		7	..Not Rev.
5321	Circus Today	Clever	7	.. 7/ 6/40
5315	Confederate Honey		7	..Not Rev.
5314	Cross Country Detours	A Knockout	7	.. 4/13/40
5309	Curious Puppy		7	..Not Rev.
5310	Early Worm Gets the Bird		7	..Not Rev.
5323	Egg Collector		7	..Not Rev.
5313	Elmer's Candid Camera		7	..Not Rev.
5306	Fagin's Freshmen	Amusing	7	..11/25/39
5305	Fresh Fish	Swell	7	..11/ 4/39
5319	Gander at Mother Goose	Good	7	.. 5/18/40
5325	Ghost Wanted	Amusing	7	..10/26/40
5304	Good Egg		7	..Not Rev.
5317	Hardship of Miles Standish		7	..Not Rev.
5303	Land of the Midnight Fun	Superb	7	.. 9/23/39
5326	Little Blabbermouse	Amusing	7	.. 8/ 3/40
5302	Little Lion Hunter		7	..Not Rev.
5311	Mighty Hunters	Pleasing	7	.. 2/17/40
5308	Screwball Football	Swell Cartoon	7	..12/30/39
5301	Sioux Me	Clever	7	.. 9/ 9/39
5307	Sniffles and Bookworm	Cute	7	.. 2/24/40
5318	Sniffles Takes a Trip		7	..Not Rev.
5320	Tom Thumb in Trouble	Cute	7	.. 6/15/40
5324	Wild Hare		7	..Not Rev.
	SPECIAL RELEASE			
	Cavalcade of Academy Awards	Fan Appeal	31	.. 5/18/40
	VITAPHONE VARIETIES (6)			
5706	All Girl Revue		7	..Not Rev.
5704	No Parking	Fairly Funny	10	.. 4/13/40
5703	Organ Novelty	Fair	9	..11/11/39
5705	Radio and Relatives		10	..Not Rev.
5702	Sword Fishing	Exciting	10	..10/ 7/39
5701	Vote Trouble	Laughs	10	.. 8/26/39

1940-41

	BROADWAY BREVITIES (9)			
6202	Alice in Movieland	Superlative	20	..11/30/40
6204	Dog in the Orchard	Meritorious	20	.. 1/18/41
6201	Just a Cute Kid		20	..Not Rev.
6203	Mack Sennett Revival		20	..Not Rev.
6206	Seeing Eye	Poignant	20	.. 4/ 5/41
6205	Take the Air	Entertaining	20	.. 3/ 8/41
	ELSA MAXWELL COMEDIES (3)			
6102	Lady and the Lug		19	..Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	.. 8/31/40
6103	Throwing a Party		20	..Not Rev.
	HOLLYWOOD NOVELTIES (10)			
6304	History Repeats Itself	Good	10	.. 9/30/39
6301	Football Highlights	Rockne Build-up	10	.. 8/31/40
6303	Mexican Jumping Beans	Very Good	10	..11/30/40
6302	Shark Hunting	Exciting	10	.. 8/ 3/40
6305	Wild Boar Hunt	Exciting	10	.. 3/ 8/41
	LOONEY TUNES (16)			
6601	Calling Dr. Porky		7	..Not Rev.
6607	Haunted Mouse	Very Good	7	.. 3/15/41
6608	Joe Glow the Firefly		7	..Not Rev.
6602	Pre-Historic Porky	Clever	7	..11/ 2/40
6609	Porky's Bear Facts	Amusing	7	.. 4/ 5/41
6604	Porky's Hired Hand	Good	7	..12/28/40
6610	Porky's Preview		7	..Not Rev.
6606	Porky's Snooze Reel		7	..Not Rev.
6603	Sour Puss	Satisfactory	7	..11/30/40
6605	Timid Toreador	Good	7	.. 1/18/41
	MELODY MASTERS (10)			
6506	Cliff Edwards and His Buckaroos	Fair	10	.. 3/ 8/41
6505	Henry Busse & Orch.	Good	10	..11/30/40
6504	Skinny Ennis & Orch.	Good	10	..12/28/40
6503	Jan Garber & Orch.		10	..Not Rev.
6508	Marie Green & Her Gang		10	..Not Rev.
6501	Matty Malneck	Snappy	10	.. 8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	.. 4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	..11/ 2/40
	MERRIE MELODIES (26) (Tech.)			
6706	Bed Time for Sniffles		7	..Not Rev.
6713	Cat's Tale	Good	7	.. 4/ 5/41
6712	Crackpot Quail		7	..Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	..12/28/40
6710	Fighting 69½	Good	7	.. 1/18/41
6704	Good Night Elmer		7	..Not Rev.
6715	Goofy Groceries	Novel	7	.. 4/ 5/41
6703	Holiday Highlights	Swell Satire	7	..11/ 2/40
6701	Malibu Beach Party	Grade A	7	.. 8/31/40
6707	Of Fox and Hound		7	..Not Rev.
6708	Shop, Look and Listen	Good	7	..12/28/40
6711	Sniffles Bells the Cat	Fair	7	.. 3/15/41
6702	Stage Fright	Satisfactory	7	..10/26/40
6714	Tortoise Beats the Hare	Amusing	7	.. 4/ 5/41
6716	Toy Trouble		7	..Not Rev.
6717	Trial of Mr. Wolf		7	..Not Rev.
6705	Wacky Wildlife	Funny	7	..12/ 7/40
	TECHNICOLOR SPECIALS (6)			
6001	Flag of Humanity	Splendid	20	..10/26/40
6002	March on Marines	Excellent	20	..12/28/40
6003	Meet the Fleet	Excellent	20	.. 1/18/41
6004	Wings of Steel		20	..Not Rev.
	SPECIAL SUBJECTS			
	Christmas Under Fire	Heart Appeal	10	.. 1/18/41
	London Can Take It	Powerful	10	..10/26/40
	SPORTS PARADES (10)			
6404	California Thoroughbreds	Interesting	10	..12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	..12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	.. 8/31/40
6405	Fight, Fish, Fight	Thrilling	10	.. 3/ 8/41
6401	Fly Fishing	For Anglers	10	..10/26/40
6406	Sky Sailing	Interesting	10	..Not Rev.

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	.. 5/11/40
Ave Maria (Malchain)	Impressive	10	.. 7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	..11/ 4/39
Heroic Greece (Norton)	Timely	10	.. 3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	..11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	.. 8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	.. 5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	.. 1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	.. 3/ 2/40
Rembrandt (Malchain)	Fascinating	11	.. 7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	.. 7/ 1/39
Xochimilco (Atlas)	Entertaining	11	.. 1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	Not Rev.
Sky Raiders	12 Chaps.	2/15/41

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Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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THEATRES EQUIPPED COMPLETELY. Projection, Sound, Drapes, Chairs at bottom prices. Two years to pay, trades taken. S.O.S. —636 Eleventh Ave., New York City.

BUY DIRECT FROM FACTORY, SAVE MIDDLEMAN'S PROFIT. Blowers, air washers, variable speed pulleys, air deflectors. CONDITIONAIRE, 145 Walton St., Atlanta, Ga.

SITUATION WANTED

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1500 SPRING CUSHION used seats, good condition. Price, $1.00 seat. H. SCHOENSTADT & SONS, 1014 So. Michigan Ave., Chicago, Ill.

TWO POWERS 6B WITH SOUNDHEADS. Also two Simplex soundheads. VICTOR THEATRE, 1112 Harrison, Cincinnati, Ohio.

VICTOR, BELL & HOWELL, DEVRY, UNIVERSAL, etc., 16mm Sound Projectors from $85.00. Send for list. Abeles Advertising Service, New York.



A history-making date because it marks the release of what we predict will be one of the great pictures of this or any other year.....

Irene Dunne and Cary Grant in George Stevens' "Penny Serenade"!

COLUMBIA PICTURES

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APR 14 1941

SHOWMEN'S TRADE REVIEW

FILE
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APR 16 1941
PERIODICAL DIVISION

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

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Haskell Masters

Vol. 34 No. 12

April 12
1941



21 MILLION READERS FROM COAST-TO-COAST SEE M-G-M's FULL PAGE AD IN THE AMERICAN WEEKLY!



This ad appears Sunday, April 13th in 4 colors in 21 newspapers!

Just part of M-G-M's barrage of showmanship in behalf of mighty "ZIEGFELD GIRL" in addition to teaser ads in 118 newspapers, full-page ads in all fan magazines, etc. Watch for the full page (*above*) in the American Weekly in the following newspapers: Albany Times Union · Atlanta Journal · Baltimore American · Boston Sunday Advertiser · Buffalo Courier Express · Chicago Herald-American Cleveland Plain Dealer · Detroit Times · Los Angeles Examiner · Miami Herald · Milwaukee News-Sentinel · Nashville Tennessean · New York Journal and American · Philadelphia Record · Pittsburgh Sun-Telegraph · Portland Oregonian · San Antonio Light · San Francisco Examiner Seattle Post-Intelligencer · Syracuse Herald-American · Washington Times Herald

The Editorial Page

Half a Loaf

Many managers are developing the impression because of the draft, managerial shake-ups, expansion rumors, etc., that high salary spots are going to grow on trees. As a result some of them are turning up their noses at their current jobs and even talking about quitting unless they get more money quickly.

Long, long ago under similar conditions we sounded a warning to the men running theatres for others, to think three or four times before jumping off the deep end and then finding themselves and their families in dire need of some income.

If the salary you are getting now is not as much as you'd like to get, you might be comforted by the soothing reflection that no matter how tough it may be to get along on what you're getting, it's going to be lots tougher to get along without it.

▲ ▲ ▲

What Follows?

The Minnesota House of Representatives passed the anti-5-Block-Booking Bill on Friday by an overwhelming majority—104 to 3, to be exact. Passage of the bill by that state's Senate is almost certain according to well-informed quarters and so is the Governor's signature making it a law.

The proponents rallied their greatest strength on the basis of the 20 per cent cancellations which prevail under block selling. Under the consent decree the cancellation privilege is lost.

Throughout the controversy during the working out of the consent decree last summer this page warned repeatedly that any compromise minus some form or percentage of cancellation rights would only create new controversies, new complications and definite trouble in the future.

We hardly expected the shooting would start so soon. But now that it is here what is going to be done about it? Do exhibitors supporting such legislation really believe they will be better off than under the five-picture deals? Will the courts rule that such legislation supersedes the consent decree which carries the cloak of authority of federal court approval and supervision?

It seems to us that such a law might be found necessary where it is indicated that the new selling policies work a hardship on the exhibitors. Until tried and found wanting, however, the five-picture-plan is entitled to a fair trial. Legislation like the bill in Minnesota only further complicates a situation already complicated enough.

"Citizen Kane"

Here is vibrant screen fare. "Kane" is a picture for adult audiences, and its wholly different character could militate against it, but there has been a remarkably fortunate "hedge" against such reaction in the controversial pre-release publicity. Controversy is the best approach to stirring up interest in this picture. Its unique method of telling its story has a fascination that will hold its audiences. A "super" effort of its kind, "Kane" will draw because it is unique, and for that same reason will add fuel to the fires that keep interest in films a-burning.

To theatremen we say, see this picture! To those who play it there is the plain duty to themselves to give it every ounce of showmanship they possess in exploiting its extraordinary box office potentialities.

▲ ▲ ▲

Observations...

Driving Season Underway: 20th-Fox will honor Bill Sussman while RKO-Radio does ditto for Andy Smith.

Wings Grow Stronger: "I Wanted Wings" continues to wing its way to nice profits at the Astor (two-a-day) run in New York.

No More Free Rides: Film salesmen's dislike for new five-package selling is not because of harder work. They get gypped out of excursions to sales conventions. Now they'll have to confine their gin rummy and poker to the back room at Kelly's.

Something Must Be Wrong: Here it is the middle of April and Film Daily hasn't announced the annual golf tournament. Alicoate must be slipping.

Spring Fever: We finally found one company with a big picture which was NOT going to be roadshown. It must be the weather. Roadshows, like epidemics, run in bunches and the roadshow epidemic is now on.

Shussssh Department: The long silence of Allied's AID augers no good. At any minute its next report will be made and startling revelations are expected.

Hi-Ho Department: The home office ad departments are up against it this spring. In previous years they could let their imaginations run wild about the next season's product announcements. Now they've got to stick to facts. Five facts at a time.

Is Ignorance Bliss: The attitude of some of the arbitration clerks seems to indicate an intense, nay, an emphatic desire, to know as little about the business into which they have been thrown as is humanly possible.

—"CHICK" LEWIS

District Meets Delayed by UA

New Starting Date to Be April 28; Promotions Made

Postponement of United Artists' annual district conventions was announced this week by Arthur W. Kelly, vice-president in charge of domestic distribution. Reason for the delay, it was said, involves newly-formulated plans that will expand the company's releasing program for the coming season. Instead of starting on April 14, as previously announced, the regional meetings will start on April 28.

Beginning with the convention in New York, UA's national sales force will then meet in New Orleans, Cleveland, Chicago and San Francisco. The meetings will be under the chairmanship of Kelly, who will be assisted by Harry L. Gold, vice-president and eastern general sales manager, and Haskell M. Masters, western sales manager.

Meanwhile, Gold announced a number of promotions in the company's sales personnel. John J. Dervin, who has been named district manager for the southern district, will be in charge of the Dallas, New Orleans, Atlanta and Charlotte territory. He was formerly Boston exchange manager, and will be succeeded in that post by A. I. Weiner, former Pittsburgh exchange head.

A third promotion is that of Nat Beier, sales supervisor in UA's New York exchange, to succeed Weiner as head of the Pittsburgh branch.

Duffus in Publicity Post For U. S. Defense Bonds

Carlton Duffus, exploitation representative for Metro-Goldwyn-Mayer, has been appointed to the publicity department of the Defense Savings staff of the Treasury and will be located in Washington. Duffus will assist Howard Dietz, who has taken charge of motion picture activities in the promotion of the sale of the forthcoming issues of Defense Bonds and Stamps.

McCORMICKS RETURN



S. Barret McCormick, director of advertising and publicity for RKO, accompanied by Mrs. McCormick, returns from a two-week sojourn on the coast. During his studio visit, McCormick lined up plans for Spring releases.

Monogram's Franchise Holders Convene



Part of the group of 125 conventioneers who assembled in Hollywood for the ninth annual convention of Monogram Pictures Corporation from April 3 to 6. These men own Monogram franchises for their respective territories. Rear row, Ray E. Young, Treasurer; Samuel "Steve" Broidy, general sales manager; Herman Rifkin, vice-president; W. Ray Johnston, president; John Mangham, Atlanta; William Hurlbut, Detroit; Lon T. Fidler, Denver. Middle row, George West, St. Louis; Sol Francis, Omaha; F. E. Judd, Des Moines; Nate Schultz, Cleveland; Nathan Sodikman, Albany; Harry Berkson, Buffalo; Ben Welansky, Boston; Scott R. Dunlap, producer for Monogram; Henri Elman, Chicago; Norton V. Ritchey, manager of the foreign department; Joseph Lamm, comptroller; Howard Stubbins, Los Angeles; Charles Trampe, Milwaukee; and Mel Hulling, San Francisco. Front row, Louis S. Lifton, director of advertising and publicity; William Onie, Cincinnati; Ben Nathanson, Minneapolis; John Franconi and Ed Blumenthal, Dallas.

New Field District Created by RKO

Company's Sales Force Realigned, Depinet Reveals

Creation of a new sales district to be known as the Rocky Mountain District and the realignment of sales personnel in several exchanges, effective immediately, were announced this week by Ned Depinet, RKO-Radio vice-president. The new district, it was said, will include the Denver and Salt Lake City territories, with Harold C. Fuller, former Salt Lake City branch manager promoted to the post of district manager, supervising the district.

Six other promotions from the ranks of the RKO field forces were revealed, as follows: B. G. Kranze, former Albany manager now heads the Cleveland branch, succeeding George Lefko, resigned. Max Westebbe, former Holland manager, succeeds Kranze at Albany.

B. J. McCarthy, Buffalo salesman, becomes Denver manager, succeeding J. H. Ashby, resigned. L. S. Gruenberg, St. Louis salesman, becomes Salt Lake City manager, succeeding Fuller.

Clarence B. Wilson, Dallas booker, becomes salesman in the same office, filling the vacancy caused by the recent death of J. E. Huey. Ed J. Smith, Sr., Des Moines salesman, goes to Buffalo as salesman to succeed B. J. McCarthy.

Pittsburgh NTS Office Host to 300 Projectionists

More than 300 projectionists attended a lecture at the Fort Pitt Hotel, Pittsburgh, Saturday night, April 6th, as guests of National Theatre Supply Company's Pittsburgh branch. The meeting was addressed by A. E. Meyer, general sales manager of International Projector Corporation. A lecture and practical demonstration of operating and servicing the Simplex E-7 Projector was delivered by Henry Heidegger, also of I.P.C.

The meeting was arranged by E. B. Morton of the NTS Pittsburgh Branch through Lawrence Katz.

Mono. to Deliver All '40-41 Product

Broidy, at Convention, Sees Boom Year for Organization

Hollywood — Monogram will deliver its entire schedule of features for 1940-41, it was announced by Trem Carr, member of the board of directors, at the ninth annual franchise holders convention which closed here at the Hotel Roosevelt last week-end. Only seven productions remain to be delivered for the current season, Carr said.

In outlining the sales policy for next season, Steve Broidy, general sales manager, stated that the record accomplishment of delivering 100 per cent of its promised features for the current season will be maintained in 1941-42. He predicted a boom year for the organization and pointed out that the inevitable prosperity now being felt throughout the country is certain to be reflected at the box office.

Reception for Leo Abrams As He Assumes NSS Post

New York's film row turned out en masse to greet Leo Abrams as he took over managership of National Screen Service's New York Exchange last Tuesday, when the company opened its new quarters at 630 9th Ave., and made it the occasion for a house warming with Abrams as host. From 11 A.M. on it was open house at the streamlined offices which NSS has equipped to service the New York territory.

Universal Contracts Run 10% Ahead of Last Year

Having hit approximately 10,000, Universal contracts for the current season are running about ten per cent ahead of the company's total for 1939-40, it was said this week.

Will Roadshow 'Citizen Kane'

RKO Announces Release of Welles' Controversial Film

Presentation of Orson Welles' much-discussed "Citizen Kane" to the public as a road-show attraction was announced last week-end by Ned Depinet, RKO-Radio vice-president.

The film, scheduled to open in New York, Los Angeles and Chicago within a month, will be presented in two theatres in each city, one on a two-a-day reserved-seat policy, and the other with continuous performances. Other cities set for early engagements are Washington, San Francisco, Seattle and San Diego.

Present plans call for opening of the picture in New York at the RKO Palace, which will be closed down for a few days before "Kane" comes in. The other house has not been selected, but it is reported that the company is looking over a number of legitimate theatres prior to making a definite selection.

A capacity audience of press representatives attended private previews held this week at the Broadway in New York and the Ambassador in Los Angeles. The lengthy controversy over release of the film has created tremendous interest the strong demand for tickets to the press previews showed.

HASKELL MASTERS

(The Man on the Cover)

Western Division Sales Manager for United Artists. He was recently appointed to this post after many years as Canadian General Manager. He has been with United Artists since 1919, serving much of that time in the Land of the Maple Leaf. His last post in the home office was when he was assistant foreign manager, 1934-36, after which he returned to Canada.

SHOWMEN'S Trade Review
Vol. 34, No. 12 April 12, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Mr. Exhibitor!

WAKE UP FOR UNIVERSAL'S ALL TIME HOLDOVER CASH SMASH!

Wake up and multiply... multiply the population of your town by the price of your seats ...and you'll get an idea of the kind of grosses this super-surprise is rolling up!

5 WEEKS at Penn Theatre, Wilkes-Barre . . . to shatter all house records!

5th WEEK of sock B. O. in New Orleans . . . and no let-up in sight yet!

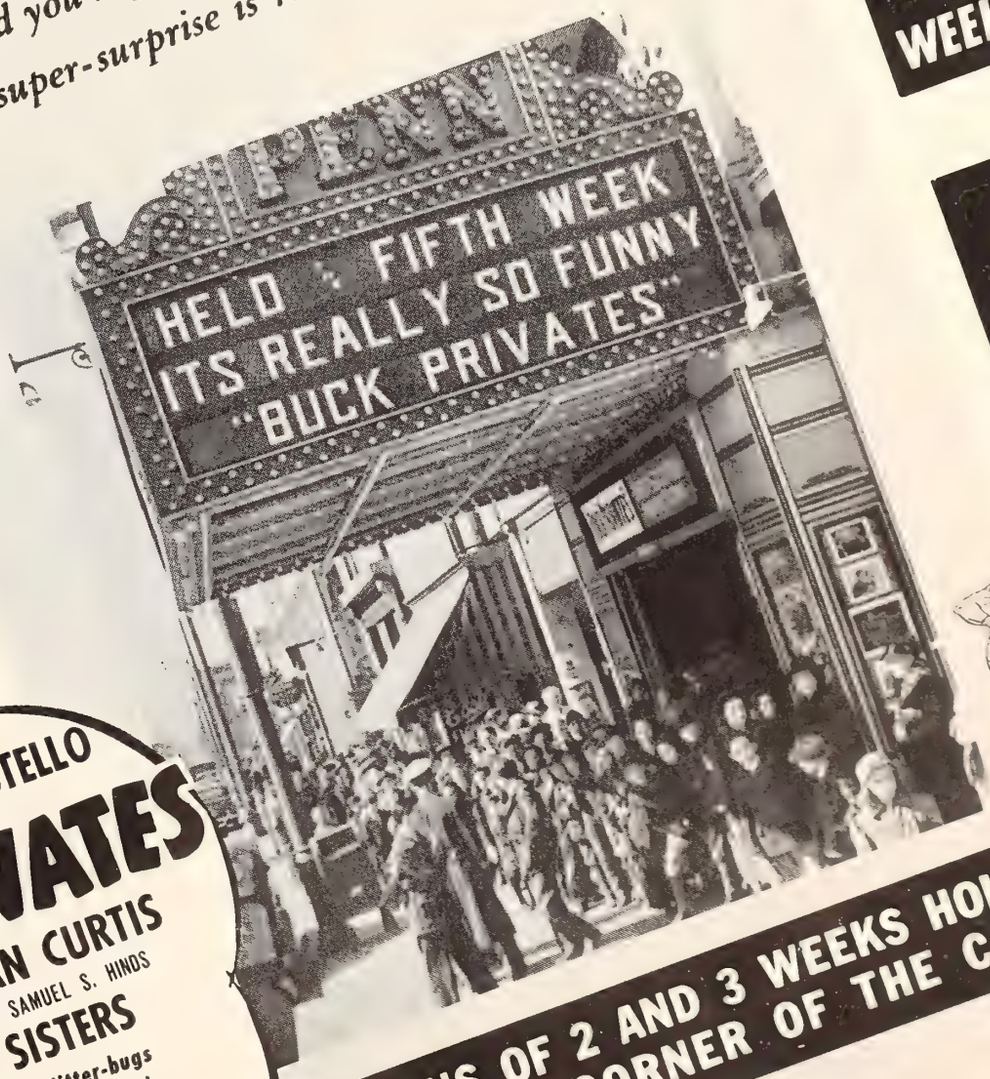
4 WEEKS at Gopher in Minneapolis.. a new record for holdovers!

4 WEEKS in Sacramento and Oaklan ...they we khaki-wack

4 WEEKS of terrific business at the Lafayette in Buffalo! !

3 WEEKS record-busting business at the Albee Theatre, Providence!

3 WEEKS in Long Beach, Cal. for the biggest grosses in many years







Bud ABBOTT & Lou COSTELLO in

BUCK PRIVATES

with LEE BOWMAN ALAN CURTIS

JANE FRAZEE · NAT PENDLETON · SAMUEL S. HINDS

and The ANDREWS SISTERS

With the world's champion jitter-bugs

Original Screen Play by Arthur T. Horman - Special material for Abbott and Costello by John Grant

Directed by Arthur Lubin

Associate Producer: Alex Gottlieb

A UNIVERSAL PICTURE

DOZENS OF 2 AND 3 WEEKS HOLDOVERS IN EVERY CORNER OF THE COUNTRY



We'll be seeing you in the Navy soon!

—Abbott & Costello



Youngman In New RKO Post

Elected General Counsel; Walker Chosen as Secretary

Appointment of Gordon E. Youngman as general counsel of Radio-Keith-Orpheum Corp., and the election of J. Miller Walker as secretary was announced last week-end by President George J. Schaefer of RKO-Radio following the annual board of directors meeting.

Announced also was the election of the following officers and directors; Schaefer, president and chairman of the board; Ned Depinet, vice-president; W. J. Merrill, vice-president; Phil Reisman, vice-president; Youngman, vice-president and general counsel; J. R. McDonough, vice-president; W. H. Clark, treasurer; J. Miller Walker, secretary; George Muchnic and G. B. Howe, assistant treasurers; J. J. Nolan and Muchnic, assistant secretaries. Directors: Depinet, James G. Harbord, McDonough, John E. Parsons, Richard C. Patterson, Jr., N. Peter Rathvon, Schaefer, Lunsford P. Yandell and Youngman. Nolan was not renamed to the post of vice-president in charge of production.

William Mallard, who had been general counsel, resigned to enter general law practice in New York.

Meanwhile, Depinet revealed that Frederic Ullman, Jr., who has held a production post at the Hollywood studios, has been recalled to his former post as operating head of RKO Pathe News to succeed Frank R. Donovan, who has tendered his resignation.

McGinley to Head 'U' Branch at Indianapolis

L. J. McGinley, manager of Universal's Seattle exchange, has been transferred in the same capacity to Indianapolis, to fill the vacancy caused by the death of H. H. Hull. Foster Blake, a salesman in the Los Angeles branch, has been promoted to manager of the Seattle branch.

Anti-5 Block Bill Passes Minnesota House 104 to 3

Bill Certain to Get Senate Approval; Pressure of Allied, Legion of Decency Overcomes Opposition

Minneapolis—The anti-blocks-of-five bill sponsored by Allied Theatre Owners of the Northwest was passed last week by the Minnesota House of Representatives by a vote of 104 to 3, with the trio opposed giving no explanation of their ballots.

Having been on the general orders calendar of the Senate for the past two weeks, the measure has already been recommended for passage by that body by the Senate Judiciary Committee. According to present indications, the bill looks certain to pass the Senate and will probably be signed by Gov. Harold E. Stassen.

Provisions of the bill, as drawn by attorneys for Northwest Allied, specify that film distributors within the State must sell their product in seasonal blocks rather than in blocks-of-five as provided in the New York consent decree.

Although a spirited fight against the measure was put up in committee by the distributors, pressure of Allied and the Catholic Legion of Decency local officers was too strong to overcome. The Legion's backing stemmed from the fact that the measure permits cancellation of 20 per cent of pictures contracted for, on moral, religious or racial grounds.

The first state to bring out an anti-five bill, Minnesota will also be the first in the nation to have such a law if the Senate approves.

Meanwhile, Parent-Teachers organizations of Minneapolis and members of the Fifth District, Minnesota Federation of Women's Clubs, opened a last-minute campaign this week to defeat the bill in the Senate. Members of the Senate have been deluged with letters urging them to vote against the measure in order to "prevent a reinstatement in Minnesota of block-booking and the evils of block-booking, which we have opposed for many years."

WB Stunt Draws Thousands

Prominent New England Citizens Take Part in Gala Party for Bette Davis and Premiere of "The Great Lie"

Littleton, N. H.—This placid little community became the center of gala festivities last weekend as thousands of persons from the surrounding Franconia Notch gathered here to take part in the two-day celebration of Bette Davis' birthday party and the world premiere of her new Warner Bros. film "The Great Lie."

Heading the list of prominent New England citizens who took part in the activities which culminated in the world premiere and grand ball on Saturday night were Gov. Robert O. Blood of New Hampshire, Gov. William H. Wills of Vermont, Senator Styles Bridges of New Hampshire and Judge Albert Billodeau, representative of the Governor of Maine.

A special trainload of writers, radio commentators, newsreel men, trade paper representatives and columnists from New York, Boston, Philadelphia, Providence, Washington, Pittsburgh and Baltimore were on hand to give the opening complete national radio, newsreel, magazine and newspaper coverage.

Eight Majors In Greenwich Suit

Triple Damages Asked in Action Against Distributors

Greenwich, Conn.—A suit involving the 2,000-seat Pickwick Theatre here, whose operators claim they have been unable to get product until several months after first-run in Stamford and Greenwich, has been filed in the Federal District Court for the Southern District of Connecticut, New Haven, by the Perfect Theatres, Inc., against the eight major companies, Monogram, Republic, Skouras Theatres and Fox Metropolitan Playhouses. The plaintiffs ask $5,452,575, representing triple damages.

Alleging that the theatre has been losing $25,000 a year for the last six years because of the clearance situation, the plaintiffs declare that a profit of $40,000 could have been earned last year if there had been free competition. Although the land and property is valued at more than $1,000,000, it is charged that the good-will has been destroyed and value decreased because of inability to obtain new product.

The actual damages, claimed at $1,817,525, may be tripled under the anti-trust laws. Interest in the case has been augmented because of the fact that the Department of Justice was reported to have planned to use the theatre as a "guinea pig" in prosecuting the industry a few years ago. It is said that Greenwich townsfolk are willing to help finance the prosecution in order to get first-run pictures at the Pickwick.

Will Serve Again If Demand Is 'Unanimous'

Memphis—Indications are that Ed Kuykendall will succeed himself as president of the MPTOA at the annual June convention in Hollywood. Stopping off here on his way home, Kuykendall said he had agreed tentatively to another term if the demand that he serve is "unanimous."

NEW HAMPSHIRE TOWN TAKES ON GALA APPEARANCE FOR WORLD PREMIERE OF 'GREAT LIE'







Thousands of people took part in the gala birthday party for Bette Davis which culminated in the world premiere of her new Warner Bros. picture, "The Great Lie," at Littleton, N. H. (Left) A parade through the business district follows the arrival of newspaper, trade paper, magazine and radio representatives on the morning of the premiere. (Center) Arthur Farnsworth, Bette Davis (Mrs. Farnsworth) at the cocktail party held in the Iron Mine Inn. (Right) The vicinity of the Premier Theatre resembles a Hollywood opening as brilliant lights play on the huge crowd assembled to see the star.

Important Dates

April 16: Third annual Goodwill Get-Together, Penn Alto Hotel, Altoona.
April 20: Boston MP Salesmen's Club charity ball, Cocoanut Grove.
April 22: All-industry meeting sponsored by Omaha Variety Club, Omaha.
April 24: Annual AMPA meeting.
April 28-29: UA district sales meeting, New York.
April 29: Pathe Laboratories, Inc., annual meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 15: ITO of Montana meeting, Billings.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 6: Film Bookers Club of Chicago annual dinner-dance, Sherman Hotel.
June 8-12: MPTOA annual convention, Los Angeles.
June 11-13: New Jersey Allied annual convention, Ritz Carlton Hotel, Atlantic City.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Press Preview For "Penny Serenade"

Col. Exploitation Force to Attend Showing in N. Y.

Exploitation men from the field and a large number of branch managers will be called to New York by Columbia to attend a special press trade showing of "Penny Serenade," next Tuesday.

The screening will be followed by a series of meetings to formulate plans for extensive advertising, publicity and exploitation for the picture. Home office executives, prompted by enthusiastic advance reports from the coast, have ordered an "all-out" campaign to afford "Serenade" the widest possible publicity coverage and selling effort.

Among the exploitation men scheduled to make the trip east to attend the screening and confer with Dave Lipton, advertising and publicity director, are Jack Thoma, Chicago; Ed Rosenbaum, Philadelphia, and Mark Freeland, Boston. Frank McGrann, home office exploitation manager, and Hortense Schorr, publicity manager, are handling the arrangements.

Salesman Turns Exhib

Pittsburgh—Dave Bernholtz, city salesman for the local Universal exchange here, has resigned to take over operation of the Roosevelt Theatre.

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs
of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

Two Paramount Affiliates to Test Drive-In Theatre Field

Outdoor Theatres Planned for Vicinities of East St. Louis and Chicago; May Expand If Test Succeeds

Experimentation in the drive-in theatre field by two Paramount affiliates was announced last week. A deal for a site near East St. Louis, Ill., where a drive-in theatre to accommodate a large number of cars will be constructed has been closed by the Great States circuit of Chicago.

B & K is planning to build a drive-in theatre in the vicinity of Chicago. Although definite plans have not been formulated, several cities are being considered, it is understood. Upon the success of these ventures depends whether or not further expansion in the field will take place.

Through its subsidiaries, Paramount is the first major to invade the drive-in field, which has expanded markedly during the past two years.

See No Settlement Of Schine Suit

Records of Big Five to Be Studied by Government

With attorneys for the Big Five agreeing in U. S. District Court this week to furnish voluminous records and contracts to the Department of Justice in preparation of its trial, abandonment of all hope of settlement of the Government's anti-trust suit against the Schine circuit and the Little Three was strongly evidenced. While not opposing the subpoenas, attorneys for the Big Five pointed out to Special Assistant Attorney General Herbert Borkland and Seymour Simon the expense and labor involved.

A number of men will be assigned by the Government to inspect these records, with the Loew home office being the first stop. Following complete scrutiny of the contracts and correspondence, oral examinations of company officials of the Big Five are scheduled for April 24. Called for in the subpoenas served by the Government on the attorneys for the five majors is the production of all contracts governing feature pictures released in 58 towns in New York State, 17 towns in Ohio, 11 in Kentucky, 5 in Maryland and one in Delaware. The 1931-32—1940-41 seasons, inclusive, are referred to in the contracts.

1,000 More Accounts, New High in Col. Billings

Columbia has hit a new record in number of accounts sold, with this season's total bettering the 1939-40 tally by 1,000. The company will also establish a new all-time in billings for the current fiscal year, according to returns now coming in from the field.

PRC Production Activities at Peak

Twelve Films Ready for Shooting in April and May

With 21 of its current 38-picture program completed and delivered, six set to go before the camera during April anl six more during May, the peak in studio activities has been reached by Producers Releasing Corp., according to officials. A definite shooting schedule has also been set for the remainder of the current program, assuring complete coverage and uninterrupted production to complete the product and clear the way for the 1941-42 program of 42 pictures.

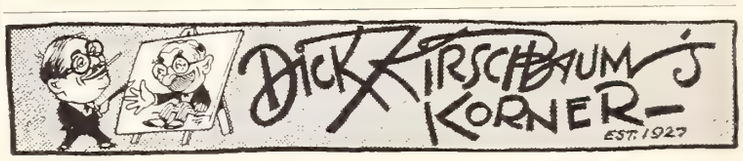
Recovering from Operation

H. M. Richey, director of exhibitor relations at MGM, is recovering from an operation in the New Rochelle Hospital.

BACK from HOLLYWOOD



Mort Blumenstock, Warners' Eastern Ad and Pub. Head, Mrs. Sam Schneider, and Sam Schneider, Warner executive, return to New York from the Warner studio in Burbank. Returning with them were Gradwell L. Sears, Warners' General Sales Manager and Carl Leserman, assistant general sales manager.





Does she think of me–when the men-buyers are thinking of her?

I wonder who she's modeling for now? . .

Why does she enjoy her work so much?

I've got a model wife—and she's always on pedestals!









Joan **BLONDELL** *and* Dick **POWELL** *in*

MODEL WIFE

with

Charlie Ruggles · Lee Bowman · Lucile Watson
Ruth Donnelly · Billy Gilbert · John Qualen

Screen Play by Charles Kaufman, Horace Jackson, Grant Garrett · Original Story, Leigh Jason

Produced and Directed by LEIGH JASON

NATIONAL RELEASE APRIL 18th

PICTURE OF A MAN BLOWING UP JUST BECAUSE HIS WIFE IS A MODEL!

He misunderstood her!
And 30 million other
misunderstood women
will rush to see why!



A UNIVERSAL PICTURE

HEARINGS AND DECISIONS BEGIN IN ARBITRATIONS

Hearings started this week on the first case before the New York Arbitration Tribunal with Arbitrator George Spiegelberg presiding in the case of the Esquire Theatre, Great Neck, L. I., which seeks reduction in the clearance it must give to the Skouras Playhouse in the same town. The session of three hours was given over largely to opening statements by attorneys, one of whom, Harold Berkowitz of Warner Bros., undertook to explain to the arbitrator the workings of clearance and run.

Only one witness, Mrs. Oscar Houston of Great Neck, was heard. She gave a history of the growth of the town. After her testimony, the hearing was postponed until April 15 at 2 P.M.

Among the arbitration cases elsewhere in the country J. J. Goodstein, owner of the Longmont Theatre, Longmont, Col., asked dismissal of his charge that Loew's, Inc., Paramount, Twentieth Century-Fox and the Fox Theatre, Longmont, refused service. He was assessed costs. During the hearing the defendants sought to show that the exchanges were always ready to sell Goodstein the first available run.

Just before Arbitrator Julius Henry Cohen in New York, opened the hearing, the Regent Theatre, of Brooklyn, N. Y., through its owner, announced settlement of its clearance dispute with the Apollo Theatre and the major distributors. The Apollo's clearance has been reduced from seven days to three or four days, according to reports of the settlement. It was the first case to be settled in the New York district.

Charles K. Woolner, operator of the Modern Drive-In Theatre, New Orleans, settled his claim with MGM for "some run," while two complaints, one against Paramount and the other against Vitagraph remain to be adjudicated.

Breeze Theatre, Philadelphia, filed an arbitration complaint against Warner Bros. Management Corp., Vitagraph, Paramount and 20th Century-Fox, demanding seven days' run after Stanley-Warner's Savoia and Broadway. Also named in the complaint are the Grand, Jackson and Colonial Theatres.

THE ARBITRATION SITUATION AT A GLANCE

Complainant and Complaint	Defendants	Disposition
	ALBANY TRIBUNAL	
American Theatre Canton, N. Y. **Clearance**	RKO, Warner Bros. and Strand and Pontiac Theatres, Ogdensburg, N. Y.	
	BOSTON TRIBUNAL	
York & Capitol Theatres Athol, Mass. **Clearance**	Major distributors	
Three theatres Operated by Lucien des Coteau Manchester, N. H. **Clearance**	Major distributors	
Park Theatre Nashua, N. H. **Some run**	Major distributors	MGM settled before hearing; Arbitrator Arthur L. Brown granted "some run" after hearing case against four remaining defendants
	BUFFALO TRIBUNAL	
Carlson Theatre Mayville, N. Y. **Clearance**	Major distributors	Complaint withdrawn
Genessee Theatre Mt. Morris, N. Y. **Some run**	20th-Fox and Paramount	
	CHICAGO TRIBUNAL	
Ken Theatre Chicago **Specific run**	RKO, Paramount and 20th-Fox	Appeal pending. Arbitrator C. P. Megan dismissed the complaint on technical grounds, holding that "specific run" cannot be sought before Aug. 31, 1941, under Consent Decree
State Theatre Morris, Ill. **Some run**	MGM, and Morris and Times Theatres, of the Anderson Circuit	Arbitrator Chas. Henkle ordered MGM to service the theatre
	CLEVELAND TRIBUNAL	
Ellet Amusement Co. Akron, O. (for incompleted theatre) **Some run**	Five majors, Co-Operative Theatres of Ohio, Norka and Rialto Theatres, also two individuals	
	DALLAS TRIBUNAL	
Joseph's Theatre Austin, Tex. **Some run**	Loew's, Inc., and 20th-Fox	Loew's settled before the hearing; decision awaited on 20th-Fox complaint
	DENVER TRIBUNAL	
Longmont Theatre Longmont, Col. **Some run**	Seven majors, including three signatories of the consent decree	Complaint withdrawn; plaintiff assessed costs
Star Theatre Fort Lupton, Col. **Clearance**	Major distributors and Rex Theatre, Brighton, Col.	
	DETROIT TRIBUNAL	
Booth Theatre Detroit **Clearance**	Warner Bros., Paramount, Whittier and East End, Theatres, Detroit	
Midtown Theatre Detroit **Clearance**	Paramount, Loew's, Inc., RKO, Warners; also Coliseum Theatre	
	KANSAS CITY TRIBUNAL	
Sosna Theatre Mexico, Mo. **Some run**	Five consenting and four non-consenting distributors	Sosna directed to redraw and re-file his complaint because nonsigners were included.
	MILWAUKEE TRIBUNAL	
Grand Theatre New London, Wisc. **Clearance**	Major distributors	
Rex Theatre Evansville, Wisc. **Clearance**	Paramount; also named Jeffris Theatre, Janesville, Wisc.	

Complainant and Complaint	Defendants	Disposition
	MINNEAPOLIS TRIBUNAL	
White Bear Theatre White Bear Lake, Minn. **Some run**	MGM, Warner Bros., RKO, 20th-Fox and the State Theatre	
Gayety Theatre Minneapolis **Some run**	Paramount and 20th-Fox	
	NEW ORLEANS TRIBUNAL	
Modern Theatre New Orleans **Some run**	Paramount, MGM and Warner Bros. (three separate complaints)	Settled with MGM; other two cases pending.
	NEW YORK CITY TRIBUNAL	
Cameo Theatre Jersey City **Clearance**	Major distributors and Skouras' Fulton, Apollo and Orient Theatres	
Central Theatre Pearl River, N. Y. **Clearance**	Major distributors and Rockland Theatre, Nyack	
Forum Theatre Metuchen, N. J. **Clearance**	Major distributors, and Paramount, Oxford and Strand Theatres, Plainfield, N. J.	
Liberty Theatre Plainfield, N. J. **Clearance**	Four consenting distributors, Loew's, Inc. excepted; also Strand, Paramount and Oxford Theatres, Plainfield	
Lyric Theatre Oyster Bay, L. I. **Clearance**	Major distributors; also Glen Theatre, Glen Cove, L. I., and Huntington Theatre, Huntington, L. I.; Regent Theatre, Bay Shore	
Regent Theatre Brooklyn, N. Y. **Clearance**	Major distributors	Settled before hearing before Arbitrator Julius Henry Cohen
Squire Theatre Great Neck, L. I. **Clearance**	Major distributors; also Playhouse Theatre, Great Neck	Pending
	OKLAHOMA CITY TRIBUNAL	
Ritz Theatre Duncan, Okla. **Some run**	Warner Bros.	
	PHILADELPHIA TRIBUNAL	
Breeze Theatre Philadelphia **Clearance**	Warner Bros. Management Corp., Vitagraph, Paramount and 20th-Fox.	
Earle Theatre Newcastle, Del. **Some run**	Loew's, Inc., and Loew's Parkway Theatre, Wilmington, Del.	
Florence Theatre Florence, N. J. **Clearance**	Major distributors; also Fox Theatre, Burlington, N. J.	
	PITTSBURGH TRIBUNAL	
Eighteenth St. Theatre, Erie, Pa. **Some run**	Warner Bros., 20th-Fox, RKO and Paramount	
	ST. LOUIS TRIBUNAL	
Rialto Theatre Cape Girardeau, Mo. **Clearance**	RKO and Fox Midwest Agency Co., who operate Broadway and Orpheum Theatres	
	WASHINGTON TRIBUNAL	
Charles Theatre La Plata, Md. **Clearance**	Four consenting majors, except Warners; also Columbia	Complaint withdrawn; case settled
Westway Theatre Baltimore **Clearance**	20th-Fox, Warner Bros., United Artists and Durkee Circuit and MGM.	
Walbrook Theatre Baltimore **Clearance**	20th-Fox, Warner Bros., and the Durkee Circuit	Arbitrator E. B. Prettyman held clearance of Ambassador Theatre was reasonable, whereas clearance of Forrest and Gwynne Theatres was "unreasonable"; ordered reduction in latter

The Talk of the Tents Up and Down the Land

Variety Club Notes

Weekly Get-Together of Filmdom's Good Fellows

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Tent No. 1—Pittsburgh

Harry Kalmine has returned from his Florida vacation and Harold Lund is on his way home by way of Chicago. Harold is giving up flying temporarily.

Jules Lapidus, Eastern District Manager for Universal in New York but still a member of Tent No. 1, was in Pittsburgh Saturday and Sunday.

John Maloney, MGM District Manager, is in Buffalo on company business and Barker Art Rooney is in Chicago attending the National Professional Football Meeting.

National Chief Barker John Harris who is working very hard on details of the national convention leaves this week for the coast. Elmer Ecker has been appointed chairman of the transportation committee for the convention and is now taking reservations from the barkers who will attend.

Barker Francis Guehl has been promoted from booker to salesman at Universal and Barker Pete Quiter has been promoted from assistant to chief booker.

Barker C. C. Kellenberg entertained as his guests at the Variety Club last Wednesday National Commander of the American Legion Milo J. Warner of Indianapolis, Pennsylvania State Commander Chas. S. Cook and Mrs. Cook of Philadelphia, National Vice Commander Edward J. Sterling and his wife, Mrs. Beryl Beaver, Department President of the Ladies Auxiliary of the American Legion, and their official family.

Art Morrone is back on the job after his trip to the hospital.

The second week of open house on Saturday nights brought to the club one hundred ten members and their wives.

Tent No. 2—Columbus

One of the biggest events on the Variety Club calendar was the Greek War Relief show staged at Loew's Ohio Theatre, with the Greek War Relief committee as co-sponsors. Barker George Anagnost staged his annual Variety Club skating party at Greystone Skateland.

George W. McLain and Henry E. Worley, son of the late mayor of Columbus, are new associate members. Barkers John Murphy and Don Bowers have returned from the Shrine Directors' Convention held in Jacksonville. Billy James is coming home from his Florida vacation.

Condolences to Barker and Mrs. J. Milton Jacobs on the loss of Mrs. Jacobs' mother and to Mr. and Mrs. Al Sugarman on the loss of Mrs. Sugarman's mother.

Lieutenant Bob Pullin, on furlough from Fort Benjamin Harrison, dropped in the club recently. Members of the cast of Alexander Woollcott's "The Man Who Came To Dinner" are frequent visitors to the clubrooms and so are members of Orrin Tucker's band at the RKO Palace.

Tent No. 3—Cincinnati

Chief Barker Bill Onie is back from the Monogram Pictures Convention on the West Coast full of pep and what have you on his product and its selling potentialities. More enthused is he over the forthcoming National Convention of Variety, for the success of which he is working very hard. He anticipates two carloads of Barkers for the Atlantic City affair.

Jack Finberg, better known as "The Mingo Kid" peddling United Artists films in West Virginia, where men are men and women are glad of it, and where the Hatfields and the McCoys are the real heroes of all times, is recuperating from an operation on his tonsils. Yes, he had them jerked, both of them, and to hear his brother salesman Irving Sochin who was at the hospital during the removal tell of it, you'd think he was giving birth to a baby.

Orchids or what have you to Arthur 'Colonel' Frudenfeld of RKO for the nice show he gave at the club on Saturday, April 4. It takes a show to get the crowds out, Colonel.

Just to prove that heroes are made and not born may be gathered from the fact that Harris Dudelson, local U. A. manager, and Milt Gurian, Monogram salesman, won the handball championship of Film Row from Arthur Manheimer of National Screen Service and Sammy Weiss of Republic. The losers are a 1 to 10 shot over the winners.

This column's scribbler is back from Chicago where he attended several shows as the guest of Bob Milford, manager of "My Sister Eileen" in which his charming Mrs. Effie Afton is starred, and Berman Bernstein of "Arsenic and Old Lace" was another post of call for yours truly.

Paul Montague, former show manager and now publicizing Seagram Products, visited the clubrooms with his charming wife, Arline, as the guest of ye correspondent, Noah Schechter.

Mike Greenberg, house committee chairman, is diligently trying for improvements in the clubrooms—and always generally succeeding.

Tent No. 5—Detroit

Eddie and Mrs. Heiber were King and Queen for a Night at Universal Pictures Night at Variety last Saturday, with a big turnout. Mr. and Mrs. Gene Alexander, and Jack Stewart were among the Universalites on hand to assist their chief to make it a grand occasion. The entertainment featured a return engagement of leading magicians, through the courtesy of the Society of Detroit Magicians, including Al Caroselli, who gave a mystifying demonstration on the floor.

Next big feature attraction is Wisper and Wetsman Theatres Night, the first Saturday Frolic to be dedicated to a theatre group in the past year. Promotion for this event is strong, including a set of unique Barker style hats, which were brought down for the occasion by Jack Hurford, manager of the Fox Theatre, on a rush order.

Following this, Variety will toast Detroit's largest theatre group, Co-Operative Theatres of Michigan. Carl W. Buermele, general manager of Co-Op is delaying his southern trip until this night, in order to attend the event personally.

William Carlson, former Chief Barker of the Detroit Tent, suffered a severe fire loss when the Carlson Sign Studios were gutted by a fire that did an estimated $25,000 damage. Some 20 employes were forced to leave in

(Continued on Next Page)

NATIONAL VARIETY CONVENTION NOTES

Convention 24-Sheet

This six-color poster has been donated to the Variety Clubs by Phil Shapiro of the Globe Poster Corp. of Chicago. A number will be sent to each tent (there are 128 in all), and each individual Variety Club will promote the space from their posting company to have them displayed.



Carter Barron, Chairman of the Dignitaries Committee, announced over the week-end that J. Edgar Hoover, head of the G-Men, Fulton Oursler, Editor of *Liberty Magazine* and Father Edward J. Flanagan of Boys Town, will attend the National Convention. Oursler is one of the Judges of the Humanitarian Award, having served for three years.

Other early reservations for attendance at the Variety Convention in Atlantic City include the Paramount party consisting of Barney Balaban, Stanton Griffis, Sam Dembow, Leonard Goldenson, Neil Agnew, Bob Gillham, Charles Reagan and Claude Lee. Others from this company will be added with the expectation that every top executive in the home offices, studios and field sales organization will be present. From National Screen Service, Herman Robbins and George Dembow. From Warners, Joseph Bernhard and Leonard Schlesinger. From 20th Century-Fox, Bill Sussman, Herman Wobber, Bill Gehring, William Clark, Bill Kupper and Harry Buxbaum. From Fox-Intermountain, Denver, Rick Ricketson. From Radio City Music Hall, W. F. Van Schmus, Managing Director. From RKO-Radio Pictures, Arthur Willi, George Schaefer and Major L. E. Thompson. From United Artists, Murray Silverstone, Arthur Kelly, Harry Gold, Haskell Masters, Monroe Greenthal, Jim Mulvey, Harry Buckley, Manny Silverstone, Al Margolies and Skip Weshner. From Universal, Nate Blumberg, William Scully and Lou Pollock. From Republic, James Grainger and Edward Grainger from M. A. Shea, Inc. From Prudential Circuit, Joseph Seider. From Metro, H. M. Richey and Wm. F. Rodgers. From Skouras Theatres Corporation, George Skouras and party, and Marty Mullin and Sam Pinanski from M. & P. Theatres and Tent No. 23. From Monogram, Steve Broidy. Also, Senator J. J. Davis, of Pennsylvania and John Eberson of New York.

Despite the great emphasis laid on enjoyment there is a serious side to the convention, too.

Each year at the Annual Convention the National Canvassmen and Officers meet. This year's get-together of this group is called for 10 A.M. Thursday, May 15th.

The next day, all of the official delegates will meet. Of course, all Tents will have more than two members present, but the delegates are the Tent's official spokesmen at the convention. Each Tent has two votes so long as two delegates report with properly accredited papers.

At this meeting to which every Variety Barker and all guests are invited, the attendance trophies will be awarded. The Mileage Cup and the Per Capita Cup will both be awarded on the basis of attendance at this meeting. Each Tent is expected to have one member who will see that every Barker is present.

Competition is waxing strong among the tents for the attendance trophies. Philadelphia is sure it is going to win the per capita prize but the entire membership of some of the other tents is considering making the trip. The mileage trophy contest is a free-for-all with all tents in the running. The final result will be in doubt to the end.

The five newsreels have announced that they will cover the Convention. News of the Day, Movietone, Paramount, Pathe and Universal have all said they will devote special emphasis to the Boardwalk Parade and Circus scheduled for Saturday, May 17.

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Tent No. 5—Detroit

(Continued from Preceding Page)

their shirtsleeves when the fire, believed to have started from some painting material being heated on an electric stove, spread rapidly, and one was injured seriously.

Convention-bound Barkers are getting their plans ready now, and Detroit is sending a big delegation to Atlantic City, to help Chief Barker Johnny Howard carry that big golf trophy back home a second time.

Tent No. 12—Minneapolis

Chief Barker Ben Blotcky of the Twin City Variety Club has been winning encomiums because of the vast number of tickets for the theatrical Greek Relief Drive benefit performance at the Orpheum here he disposed of through club channels. Members cooperated with him in the task and part of the credit for the affair's huge success goes to the club. Approximately $3,000 was netted by the bang-up show.

Barker Ben Friedman treated all the boys present at luncheon last Wednesday to a drink. He had become a grandfather, his daughter in Kansas City giving birth to a daughter. Congratulations!

Among the club members present at the ringside for the Zivic-Demaray fight at the Armory last week were the always-on-hand Harry Dryer, Bennie Berger, Ben Blotcky, Abe Kaplan, Eddie Ruben, Lowell Kaplan, Jack Cohn, the Ableson brothers, Moe Levy, etc.

The rhumba lessons have been completed, but there was a bang-up crowd in the clubrooms Saturday night just the same and everybody seemed to enjoy him or herself. More and more of the members are making their plans to attend the national convention at Atlantic City next month. And plans are proceeding for the annual grand ball which is expected to raise a substantial sum for the club's chief charity project, the Milk Fund.

Tent No. 17—Dallas

That Tent 17 is really the Variety Club of Texas rather than Dallas alone is evidenced by the fact that on April 6 and 7 one hundred golfers participated in the second annual Variety Club Spring Golf Tournament in sunny San Antonio some 300 miles south of Dallas. By wire comes the report that non-resident Barkers Eddie Collins and Eph Charninsky of the Alamo City, together with Louie Novy of Austin, have done their usual bang-up job in promoting the tournament so successfully that Tent 17's Charity Fund was $1,300 in the black at its conclusion Monday night, April 7. Louie practically declared a holiday around Austin so he and his boys could participate in the fun. The show wasn't without representation from Dallas. Included were Barkers Wm. O'Donnell, Raymond Willie, Frank Starz, Ted deBoer, Charlie Freeman, Dickie Foy, Burt King, E. B. Coleman, Lafe Pfeifer, Charley Dees, Herman Biersdorf, Lloyd Rust, W. G. Underwood, B. C. Gibson, Jake Elder and Duke Evans. "Dukie" is in San Antonio with his good check-signing arm in splints—the result of a fall.

Sunday night was given over to a Stag party and Calcutta Pool in which 100 players were sold for $1100. Winners share $500 between them. After playing Monday over the sporty Breckenridge Park course, home of the Texas Open, the golfers, their wives and sweethearts were guests of the San Antonio boys at a banquet at the Gunter hotel. At the banquet 48 prizes were awarded to 48 players turning in the lowest net scores.

Tent 17 has gotten behind the recent nation-wide Greek War Relief Drive to put the campaign over in a large way in Texas. While a complete financial report is not available at this writing, midnight shows, lobby collections, dances and various sporting events have realized a considerable sum for the fund.

What with British War Relief, Golf Tournaments, Greek War Relief and the National Convention coming up, the boys ridin' herd on show business in this part of Uncle Sam's United States have been quite busy.

Tent No. 18—Dayton

The Variety Club's work in Dayton for the Greek War Relief Fund netted approximately $1,500, Chief Barker W. A. Keyes announced. This included $955.98 received from free-will donations in the lobbies of the six first run downtown theatres. A sneak preview of "Buck Privates" grossed around $540.

Robert (Poor Bob) Weisenberger, popular night club owner, who has donated a truck for the use of Tent 18, received a swell notice in a state liquor dealers' journal. Bob purchased a new truck, had it painted white and inscribed with the Barker Head and other Variety insignia, and placed the truck at the disposal of Tent 18. The truck will be used to haul around equipment for showing movies to shut-ins. Thanks again, Poor Bob.

With reams of copy pouring in daily about the national convention, it is plainly evident around Tent 18 that the Atlantic City confab will be a humdinger. Though it is still a bit too early for all barkers to ascertain whether or not they will be able to make the trip, 10 barkers have signified their intentions already.

Private Charles Baumann, erstwhile Tent 18 Barker, writes that everything is okay with Uncle Sam's draft army at Mineral Springs, Texas. Charley, who had been getting a bit bulgy around the mid-section, says he's lost eight pounds. Sylvan Fred, Tent 18 property master, is the next lad scheduled to answer Uncle Sam's beckon.

Guests at the club this week included the cast of Count Berni Vici's new show. Barker Jackson, of the Atlanta Tent, and Jim Hendel, of Columbus, plus a half dozen or more Cincinnati brethren also visited the tent this week.

Tent No. 24—Charlotte

RKO-Radio celebrated its sneak preview screening of "The Devil and Miss Jones" by giving a party at the Club prior to the eleven-o'clock screening Friday night to which were invited newspaper critics from leading cities of the Carolinas together with heads of the circuits. A crowd of approximately thirty were guests of genial Joe Brecheen, local RKO manager, for a couple hours of "preparations" at the club-rooms, after which the party attended the screening. A big time was enjoyed by all who attended.

Mayor Ben Douglas of Charlotte was among the guests last week at the Club as were Warners' Southern district manager Ralph McCoy, Hal Houpe, Valdese booking agent and others.

Al Burks, head of the club's publicity committee, was called to New York because of the serious illness of his mother.

Scott Lett, Paramount head here, has been appointed chairman of the "On-To-Atlantic-City-Committee" and is already active in lining up attendance for the national convention.

A golf tournament is being planned for some time early in May by the entertainment committee with details to be announced within the next week or two. It is expected that a sizeable sum will be realized for the club's charity work.

A dance for club members and their wives is also being planned for the next two or three weeks and, as a big blow-off for May, the Club is developing plans for a big Charity show which will be unusual for this territory and productive of a large sum for charity activities of the club. It is expected this will be one of the big events of the first half-year activity of the local Club.

The Box Office Slant

Sis Hopkins

(Hollywood Preview)

Republic **Comedy-with-Music** **98 mins.**

(Prod. No. 2—Nat'l Release, April 12)

AUDIENCE SLANT: (Family) Swell entertainment for the masses. A gem of a picture that will please any type of patron.

BOX OFFICE SLANT: A natural for the ticket windows on a par with the top "A" product made in Hollywood. It's a big picture that deserves a big selling campaign. Will profit by word-of-mouth advertising.

Cast: Judy Canova, Bob Crosby, Charles Butterworth, Jerry Colonna, Susan Hayward, Katharine Alexander, Elvia Allman, Carol Adams, Lynn Merrick, Mary Ainslee. Credits: Directed by Joseph Santley. Screenplay by Jack Townley, Milt Gross, Edward Eliscu. Original story by F. McGrew Willis. Photography by Jack Marta. Film editor, Ernest Nims. Art director, John Victor Mackay. Musical director, Cy Feuer. Associate Producer, Robert North.

Plot: A hillbilly country girl comes to live with her rich uncle. Being unhappy in the surroundings, she is persuaded to go to college, where her cousin makes things very unpleasant for her because she is given the part in the school play that she coveted. Her uncle appears in time to straighten everything out.

Comment: With a vehicle that fits her like a glove, Judy Canova, one of the most arresting screen personalities of all time, comes through with a smash film that will please any type of audience in any spot in the country. The picture is a sure-fire box-office hit on a par with the best "A" product made in Hollywood in years, highlighted with superb production and direction. It's a natural for the ticket windows, and will profit by word-of-mouth advertising. Charles Butterworth and Jerry Colonna run Judy a close second for acting honors with their best performances to date, while Bob Crosby and Susan Hayward rate high in their respective roles. The musical numbers are excellent, particularly an inspiring patriotic number "It Ain't Hay." Judy Canova's tremendous hit in "Scatterbrain," one of the sensational moneymakers of last year, is over-shadowed by the excellence of this production. Director Joseph Santley has skillfully blended comedy and music into a piece of real entertainment, worthy of some extra playing time in most spots. Production, scripting, musical score and photography are tops. For exploitation see page 18, issue of April 5.

Catchline: "It will rock the world with laughter."

Strange Alibi

Warner Brothers **Gangster Drama** **63 mins.**

(Prod. No. not set—Nat'l Release, April 19)

AUDIENCE SLANT: (Family) Satisfactory cops-gangster melodrama for crime film devotees.

BOX OFFICE SLANT: As week-end action fare, it should get by with a western.

Cast: Arthur Kennedy, Joan Perry, Jonathan Hale, John Ridgely, Florence Bates, Charles Trowbridge, Cliff Clark, Stanley Andrews, Howard de Silva, Wade Boteler, Ben Welden, Joe Downing, Dick Rich, Paul Phillips, Joe King, Paul Stanton. Credits: Associate Producer, William Jacobs. Directed by D. Ross Lederman. Screenplay by Kenneth Gamet. From a story by Leslie T. White. Director of photography, Allen G. Siegler. Art direction, Hugh Reticker. Dialogue director, Frank Fox. Film editor, Frank Magee.

Plot: Planning an open break with his chief so that he can join a gambling syndicate to get inside information, Kennedy finds himself in a predicament when the chief is murdered and he (Kennedy) is accused of the crime. With his only witness dead, he is sentenced to prison. But he escapes, and with the Governor's aid, rounds up the real criminals.

Comment: Warners have dusted out their prison set for use in this new cops-gangster melodrama which, although it is equipped with most of the accoutrements of this type of film, still manages to maintain suspense with a well-contrived plot and capable performances. The wild auto chase at the end, with the inevitable train vs. auto race to the crossing, will please action fans no end. In association with a western, this picture should do satisfactorily as a week-end booking. It has no "name" draws, however. A crime prevention week in cooperation with city officials, an essay contest on strange alibis, tieups on books dealing with crime should form the principal activities of your campaign.

Catchline: "His was the strangest alibi in history—a corpse!"

Legion of Decency Ratings

(For Week Ending April 12)

SUITABLE FOR GENERAL PATRONAGE

Border Vigilantes
Power Dive
Two-Gun Sheriff
Sign of the Wolf
Billy the Kid's Fighting Pals
The Devil and Miss Jones
North from the Lone Star

SUITABLE FOR ADULTS ONLY

Knockout
A Shot in the Dark
Mr. District Attorney

Power Dive

(Hollywood Preview)

Paramount **Drama** **68 mins.**

(Prod. No. 4026, Nat'l Release, April 25)

AUDIENCE SLANT: (Family) Has everything to give patrons plenty in the way of screen entertainment.

BOX OFFICE SLANT: A natural for the action spot. Carries enough punch to top the bill in many situations.

Cast: Richard Arlen, Jean Parker, Helen Mack, Roger Pryor, Don Castle, Cliff Edwards, Billy Lee, Thomas Ross, Louis Jean Heydt. Credits: Directed by James Hogan. Screenplay by Maxwell Shane and Edward Churchill. Based on a story by Paul Franklin. Photographed by John Alton. Edited by Robert Crandall. Produced by William C. Thomas. Associate Producer, John Rogers.

Plot: Richard Arlen, a test pilot, won't let his brother fly, but the youngster learns anyway. His dream of building a plane is realized when Jean Parker arrives with the model of her father's geodetic plane, which he intrusts to his brother to build. The brothers have a misunderstanding about Jean, which almost ruins the chances of the new plane. It is finally test-flown and accepted.

Comment: If the others in this series of pictures written around flying are as good as the first, exhibitors and patrons alike are in for a treat. Here's a swell piece of screen entertainment, made on a limited budget, that has all the earmarks of success written on every foot of film. It's a natural for the action spot on duals, and carries enough punch to top the bill in many situations. Combining love interest and "sock" aviation shots in a way that keeps it moving at a fast pace from beginning to end, the picture is sure to please in any spot. Performances are above the average, especially the work of Richard Arlen, Jean Parker and Don Castle, a newcomer with plenty on the ball. Director James Hogan has to his credit a convincing job, and Producer William C. Thomas rates raves for his valuable contributions to the film. Arrange a display of model airplanes in your lobby. The current interest in aviation, properly exploited in all your advance selling, will bring many patrons to your ticket windows. Stories concerning test pilots could be spotted in local newspapers in advance of opening.

Catchline: "The men who ride with death . . . on every dive."

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Billy the Kid's Fighting Pals

Producers **Western** **62 mins.**

(Prod. No. 161—Nat'l Release April 18)

AUDIENCE SLANT: (Family) Strictly juvenile stuff, with limited appeal for adults.

BOX OFFICE SLANT: Bob Steele's name may help to draw the kids if you spot this as second feature on a bill where western action is indicated.

Cast: Bob Steele, Al (Fuzzy) St. John, Phyllis Adair, Carleton Young, Charles King, Curly Dresden, Edward Pell, Sr., Hal Price, George Chesebro, Forrest Taylor, Bud Buster and Julian Rivero. Credits: Produced by Sigmund Neufeld. Story and screenplay by George Plympton. Director of photography, Jack Greenhalgh. Film editor, Holbrook N. Todd. Directed by Sherman Scott.

Plot: Bob Steele, playing the familiar Robin Hood role, witnesses the murder of Bud Buster, a marshal. He presses Al St. John into service as the dead man's double and, with the latter's help disrupts a crime syndicate directed secretly by the town's banker, Curly Dresden.

Comment: This is another in the series of "Billy the Kid" sagas of the west which serves merely as a vehicle for Bob Steele. It's strictly juvenile stuff; adults probably will not take it seriously. It appears to be made for the week-end kid trade on the bottom of a double feature program.

Catchline: "'The Robin Hood of the West' disrupts a crime syndicate."

The Great Commandment

20th Century-Fox **Religious Drama** **80 mins.**

(Prod. No. not set—Nat'l Release, May 23)

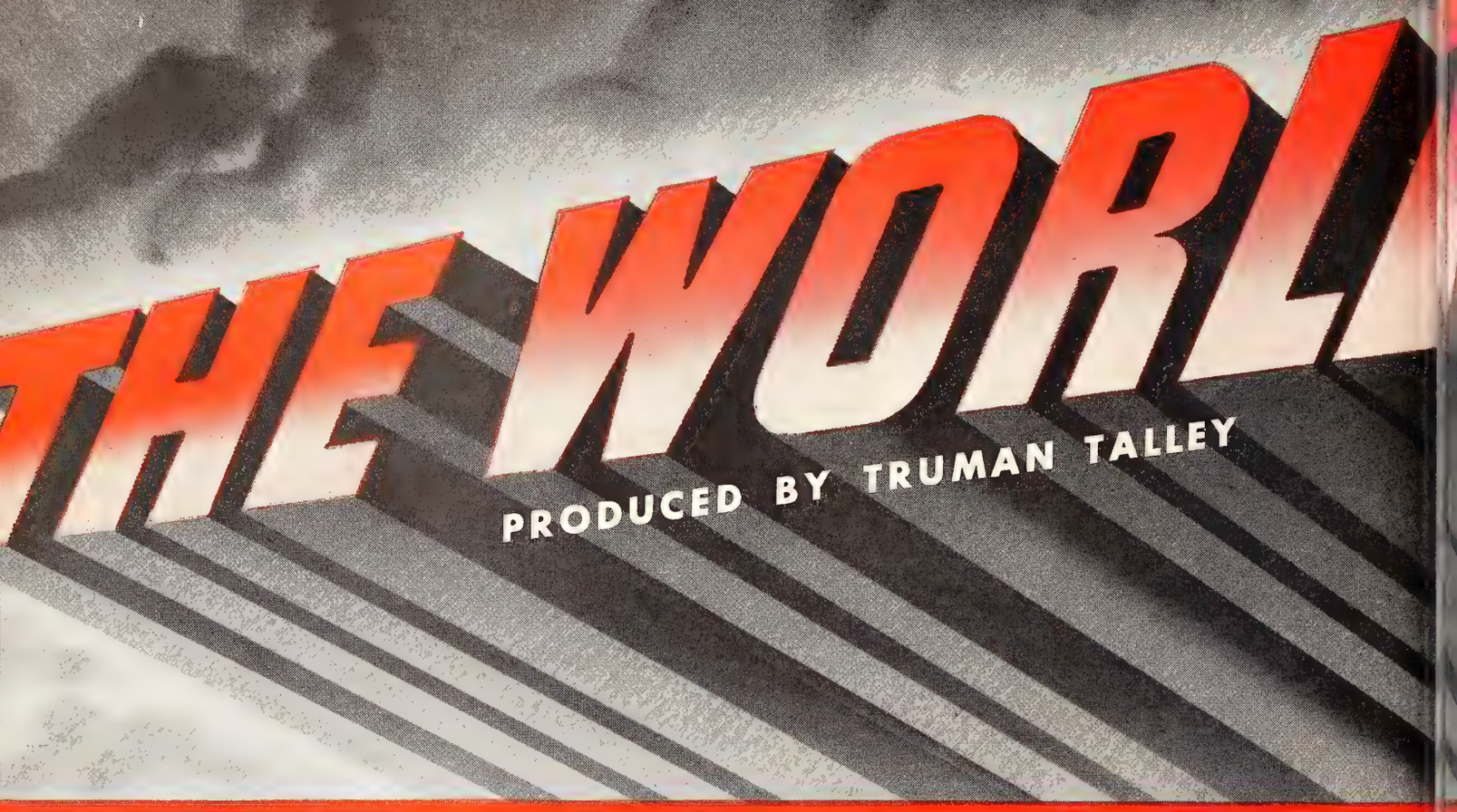
AUDIENCE SLANT: (Family) A well-acted, deeply human drama with a lesson for all, but religious groups will be most enthusiastic about it.

BOX OFFICE SLANT: Its draw is limited to religious communities or in those situations where religious groups will sponsor showings. The cast, for the most part, has little popular appeal.

Cast: John Beal, Maurice Moscovich, Albert Dekker, Marjorie Cooley, Warren McCullum, Lloyd Corrigan, Ian Wolfe, Olaf Hytten, Anthony Marlowe, Lester Scharff, Albert Spehr, Marc Loebell, Harold Minjir, Earl Gunn, George Rosener, John Merton, Perry

(Continued on Page 16)

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THEIR FAMOUS "ACTION-JOURNALIST" COMMENTATORS!



The Great Commandment

(*Continued from Page* 13)

Evans, Stanley Price, D'Arcy Corrigan, Max Davidson. **Credits:** Produced by John T. Coyle. Associate, Rev. James K. Friedrich. Directed by Irving Pichel. Story and screenplay by Dana Burnet. Director of photography, Charles Boyle. Art direction, Edward Jewell. Music, Hans Salter and Walter Jurman. Film editor, Ralph Dixon.

Plot: Set in the days of Pontius Pilate when the Israelites were oppressed by the Romans, this picture shows how a hatred was turned to love by the Commandment, "Thou Shalt Love Thy Neighbor."

Comment: Performed with deep reverence for the subject at hand by a competent if not too well known cast, here is a sincere, moving drama that teaches a valuable lesson in these times. Yet it is also the sort of picture whose appeal will be limited and for success in most communities will need the sponsorship of religious groups. Albert Dekker, John Beal and Maurice Moscovich enact leading roles capably, and Irving Pichel's direction is all that could be desired. Special screenings for the clergy, endorsements of prominent civic and church officials, and the mailing of letters to certain groups should constitute the principal activities of your campaign.

Catchline: "The picture that opened Hollywood's eyes."

Citizen Kane

RKO-Radio **Drama** **120 mins.**

(Prod. No. 118—Nat'l Release, not set)

AUDIENCE SLANT: (Adult) So different in concept, style and technique it is certain to fascinate all grown-ups as it unfolds individually dramatic episodes in the life of a fabulous character—his adventures with women, his business success and love of power.

BOX OFFICE SLANT: Controversy preceding its release will wax eloquent in newspaper columns and general conversation with results certain to send the masses marching to theatres showing it.

Cast: Orson Welles, Buddy Swan, Sunny Bupp, Harry Shannon, Joseph Cotten, Dorothy Comingore, Everett Sloane, Ray Collins, George Colouris, Agnes Moorehead, Paul Stewart, Ruth Warrick, Erskine Sanford, William Alland, Georgia Backus, Philip Van Zandt, Gus Schilling, Fortunio Bonanova. **Credits:** Produced and directed by Orson Welles. Original screenplay by Herman J. Mankiewicz and Orson Welles. Director of photography, Gregg Toland. Special effects by Vernon L. Walker. Art direction, Van Nest Polglase. Associate, Perry Ferguson. Music composed and conducted by Bernard Herrmann. Film editor, Robert Wise.

Plot: The death of a wealthy, formerly powerful newspaper publisher at his baronial estate re-awakens interest in his fabulous career from impoverished boyhood to power, notoriety and great influence through the power of his press. Deserted by the much younger woman whose name was used to defeat him in a gubernatorial campaign and resulted in divorce from his wife, Kane dies lonely amidst the magnificence of his baronial home. The editor of a topical reel sends newsmen on a search of his life. Their interviews with Kane's former associates are visualized and make up the dramatic episodes of the film.

Comment: The welter of controversy which has made news headlines speculating on the possibility that this film might never be released, fits in magnificently with the wholly "different," even revolutionary film which Orson Welles has made with such technical brilliance. It is the dynamic, keyed-to-concert-pitch type of drama which this author-actor-director has displayed in his stage and radio offerings. This is no boy-meets-girl type of picture and it goes counter to popular formula from start to finish. Thus we'll all have to throw away the book as so far written and await results for "Kane" at the box offices. It is for adults, it calls for concentrated attention on the part of the spectator and auditor, but it shifts its scenes, its periods of time, its moods so swiftly that there'll be few who will not be fascinated from start to finish. But while this is theatre for the grown-up, it's not "caviar" and the mass of the public will be impelled to see it and held by the spell of illusion it weaves. Aside from Welles, himself making a first screen appearance, there are no names familiar to picturegoers. Extraordinarily fine performances are given by each member of this cast, however, and the name of Dorothy Comingore, who plays the "love interest" which wrecks Kane's ambitions for political office and who shares his lonely life of luxury in his palace during Kane's declining years, is certain to become well known. How big a box office attraction this picture will prove in situations of all types, remains to be seen. Vigorous showmanship is indicated, concentrated on the fact that the most powerful and daring picture from Hollywood may now be seen, and plenty of emphasis on Orson Welles, his stormy career in radio, his influence on the theatre via his many stage productions, including the current New York hit, "Native Son." Big newspaper space is called for, as this and direct-by-mail, rather than ballyhoo stunts will sell "Citizen Kane" to the public.

Catchline: "The stormy drama of a man who built an empire through the power of the press and saw it crash when he tried to dictate to love."

In Old Cheyenne

Republic **Western** **58 mins.**

(Prod. No. 55—Nat'l Release, March 28)

AUDIENCE SLANT: (Family) Another good Rogers western to satisfy his admirers and other action fans.

BOX OFFICE SLANT: Should do average western business.

Cast: Roy Rogers, George "Gabby" Hayes, Joan Woodbury, J. Farrell Macdonald, Sally Payne, George Rosener, William Haade, Hal Taliaferro, Jack Kirk. **Credits:** Associate Producer-Director, Joseph Kane. Screenplay by Olive Cooper. Original story by John Krafft. Director of photography, William Nobles. Musical direction, Cy Feuer. Film editor, Charles Craft.

Plot: Rogers, young newspaperman, arrives in Cheyenne to get a story on Hayes, supposed to be engaged in nefarious activities. He learns, however, that the town's leading citizen, Rosener, is the real villain trying to oust the settlers but has been placing the blame on Hayes. After many setbacks, Rogers rounds up Rosener and his gang.

Comment: A maximum of gunplay features this satisfactory Roy Rogers western. In fact, more ammunition is fired than in any of the star's previous pictures, and action fans will be content at these noisy sequences. For a newspaperman who was born in the West but went to New York where he grew up to be a reporter, Rogers' ability to ride and shoot, as far as the story is concerned, is remarkable. However, this, as well as one or two other errors, will be excused by most spectators. The picture should satisfy the star's admirers and other action fans. With the Roy Rogers Guns and Fan Photos as giveaways, it should be easy to attract the youngsters. Display of the action posters will attract the adults.

Catchline: "A colorful and exciting story of frontier heroism and adventure."

The Great Swindle

(Hollywood Preview)

Columbia **Drama** **54 mins.**

(Prod. No. 2034—Nat'l Release, April 10)

AUDIENCE SLANT: (Family) Standard action-paced drama for the Jack Holt fans.

BOX OFFICE SLANT: Should match this star's usual returns.

Cast: Jack Holt, Jonathan Hale, Henry Kolker, Marjorie Reynolds, Don Douglas, Boyd Irwin, Sidney Blackmer, Douglas Fowley, Tom Kennedy, Russell Hicks, Milburn Stone, Tom Dugan, Ernie Adams, others. **Credits:** Directed by Lewis D. Collins. Produced by Larry Darmour. Screenplay by Albert DeMond, from Eric Taylor's story. Director of photography, James S. Brown, Jr. Film editor, Dwight Caldwell.

Plot: Jack Holt, detective-adjustor for an insurance company, finds evidence indicating a warehouse fire was started by arsonists. At first he suspects the owner, Jonathan Hale. Henry Kolker, banker, takes over the insurance company, fires Holt. He and his assistant follow through, clear Hale and finally trap Kolker as the man who ordered the job done.

Comment: Like all the recent Jack Holt pictures, this one is strictly action, and for at least the first half of its time adds a mystery touch. The slight tinge of romance it contains is well handled by Don Douglas and Marjorie Reynolds, and Doug Fowley registers effectively as the leader of the professional arsonists. Hardly strong enough to carry the load itself, it will prove a strong counter attraction to a musical or comedy feature. An effective advance lobby card can be made from news pictures of sabotaged plants working on war materials, and copy calling attention to how the insurance companies are silent but active partners of the government in checking such activities.

Catchline: "Where there's fire and a smart detective there's action plus."

Reaching For The Sun

(Hollywood Preview)

Paramount **Comedy-Drama** **88 mins.**

(Prod. No. 4028—Nat'l Release, May 3)

AUDIENCE SLANT: (Adult) A refreshing piece of entertainment.

BOX OFFICE SLANT: Different enough to merit attention. Should receive satisfactory returns.

Cast: Joel McCrea, Ellen Drew, Eddie Bracken, Albert Dekker, Billy Gilbert, Bodil Ann Rosing, James Burke, Charles D. Brown, Michael Duggan, Regis Toomey, Hobart Cavanaugh, Charles Williams, Nella Walker, Warren Hymer, Billy Fletcher. **Credits:** Producer-Director, William A. Wellman. Screenplay by W. L. River. Based on a story by Wessel Smitter. Director of photography, William C. Mellor. Editor, Thomas Scott.

Plot: A man from the Michigan woods is lured to Detroit by the high wages. He wants to buy himself an outboard motor and come back to the simple life, but his wife wishes to live in Detroit. After he is injured the wife agrees the country is best, so they go back to a cottage in the woods.

Comment: Because of its long running time, this picture is a little slow in spots. Otherwise it is a refreshing piece of entertainment and should receive satisfactory returns at the box office. It is beautifully performed, with a warmth and humanness to the characterizations that should prove one of the main factors in its success. In spite of its sociological aspect, its presentation is different enough to merit attention. Joel McCrea and Ellen Drew bring sincerity to their roles, but the hit of the show is Eddie Bracken, who gives a very notable performance. William Wellman, producer-director, has directed the picture thought-

(*Continued on Page* 26)

Selling the Picture

Jumbo Calendar Lists Kennedy's Coming Shows

It's a safe bet that almost every showman, at some time or other has toyed with the idea of utilizing a jumbo calendar in conjunction with advertising coming attractions in his lobby or elsewhere. Theatremen everywhere will receive a vicarious thrill when they learn how Skipper Joseph Kennedy, of the Fox West Coast Rosemary Theatre, Ocean Park, Calif., solved this difficult problem with neatness and dispatch.

Kennedy keeps his patrons "up to date" with a giant seven-foot calendar, which is literally a calendar of "coming attractions." The seven foot square display is made of heavy beaver board and is divided into 35 squares of equal dimensions. Each square represents a different day of the month and includes therein that day's bookings, with a few blank spaces for good measure.

Titles and illustrations of the films are removed from press books and other promotional material and pasted on so that they can easily be removed if bookings are changed. Another feature of the unusual display is the two plaques on the top, which carry valuable institutional advertising, according to Kennedy.

The jumbo calendar occupies a conspicuous position in the lobby and is inexpensively made so that it can be duplicated easily by any carpenter or staff member who is handy with tools. Picture framing borders the top, bottom and sides, while squares representing days of the month are trimmed with chromium strips.

U. S. Army Communications Unit In Lobby Provokes Much Interest

America's expanding preparedness drive has become of such universal interest that even women, formerly indifferent to military affairs, are now showing more and more curiosity about our fighting services. This change in feminine psychology was recognized and acted upon by Manager Robert Catley, of the Orpheum Theatre, Oakland, Calif. He arranged to have a complete U. S. Army communications unit, manned by five regulars ensconced in his lobby.

Surprisingly enough, the exhibit created as much interest among women as it did among men. Practical demonstrations of the equipment were given in the lobby every afternoon and evening, with scores of wide-eyed patrons watching every move closely. One of Oakland's dailies used a two-column cut of the unit in operation, together with a sizeable story.

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs
of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th



Ballyhoo for "I Wanted Wings" Spurs Recruiting

Paramount arranged for a Curtiss P-40 pursuit plane to be stationed in Times Square opposite the Astor Theatre where "I Wanted Wings" is playing. The Army Air Service reported that recruiting jumped considerably as thousands filed past the plane to see how it works.

Unusual Campaigns Win Button Awards

Latest awards of MGM Honor Roll Buttons for meritorious campaigns have been awarded to Leo Trainor, Rialto Theatre, Allentown, Pa.; Dan Terrell, Loew's Palace, Washington, D. C., and Bill Elder, Loew's, Harrisburg, Pa., for their campaigns on "The Philadelphia Story"; Jack Hynes, Paramount, Youngstown, O., for his selling of "The Trial of Mary Dugan"; and Clem Reck, Victoria Theatre, Shamokin, Pa., and Harry Fredrickson, Lafayette, Lafayette, Ind., for their "Land of Liberty" campaigns.

One of the highlights of Trainor's campaign was a radio interview with a local girl who had been a classmate of Katharine Hepburn at Bryn Mawr. The local *Evening Chronicle* ran the six-day serialization, marking the first time either of the city's papers had ever used a motion picture serial. Five thousand heralds were distributed house-to-house, and as many book accessory doorknob hangers used. Announcements, 30 x 40, were planted in hotel lobbies and a number of vacant store windows.

A candid camera contest, put over with the cooperation of a local photographic supplies dealer, was one of the features of Terrell's campaign. Cash prizes were offered for the best candid shots such as Ruth Hussey, in her film role, might have made. The theatre and the store combined to put up a cash prize. One thousand menu inserts were used by Washington's most popular drive-ins, which serve more than 100,000 customers a week. Cards were distributed in 26 leading hotels and apartment houses. A "Philadelphia Story Cocktail" was sold by a popular downtown dining spot.

Elder's campaign was highlighted by a "P. S. Hostess" contest, with the winning young lady making the trip to Philadelphia to bring the print of the picture to Harrisburg. It also included daily radio announcements, extensive tie-ups with local restaurants and other retail establishments, window displays in public libraries and beauty shoppes, among others; and plenty of news and art breaks in local newspapers.

Hynes's "Mary Dugan" promotion included the printing of special summonses, summoning individuals to be witnesses at "The Trial of Mary Dugan." The summonses were numbered and those holding winning digits received guest tickets. Postcards were mailed to all local attorneys, stressing the legal angle of the film. A tieup with a local radio station's "Man on the Street" program resulted in a legal quiz about the picture among passersby, correct answers being rewarded with guest tickets.

Highlighting both Reck's and Fredrickson's "Land of Liberty" campaigns were advance screenings for numerous organizations, patriotic, civic, social and religious. In both cases, mayoral proclamations were issued. Local educational heads cooperated fully by bringing the picture to the attention of student bodies in their own and surrounding towns.

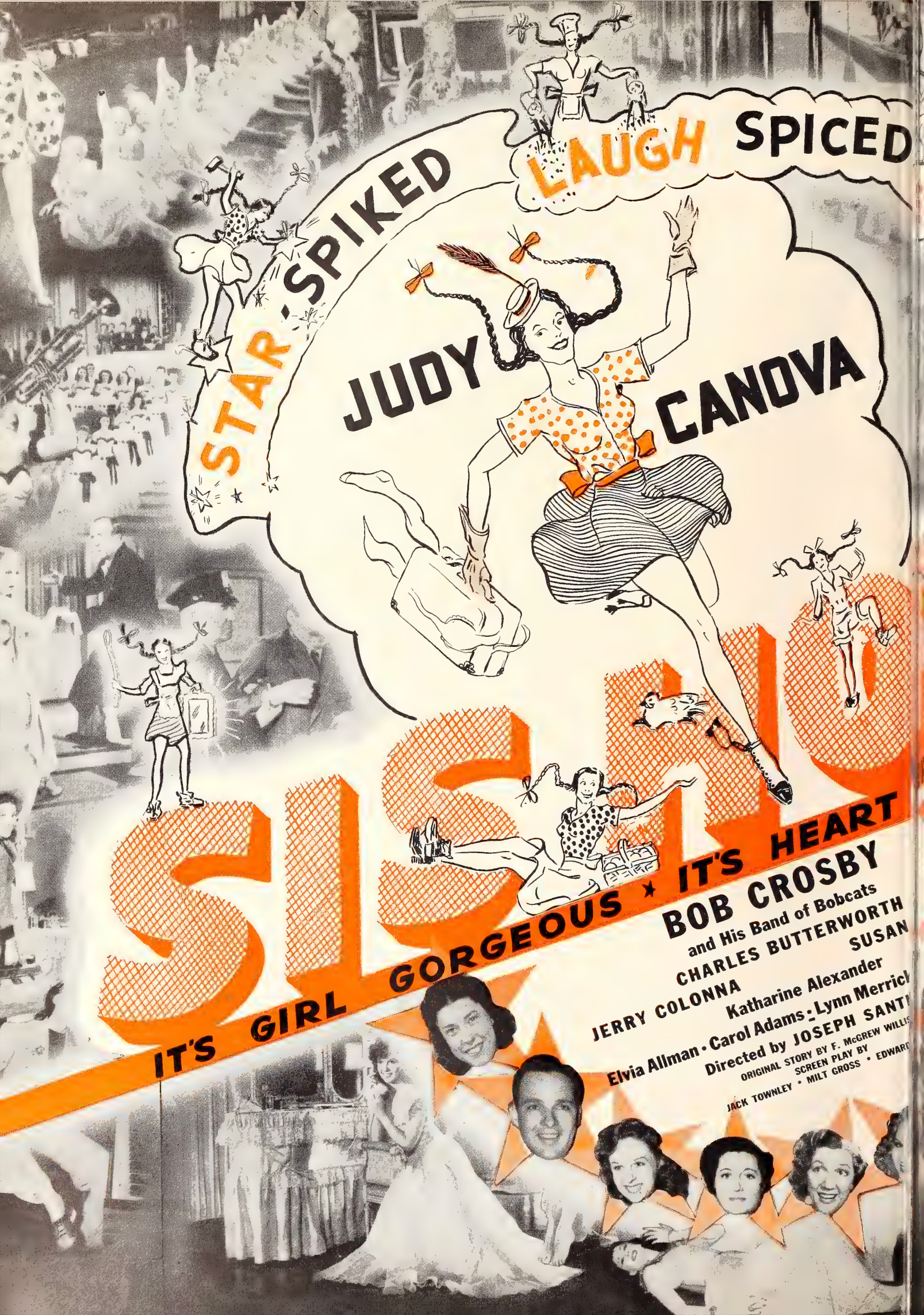
Longo's Lobby Set Piece

The caricature trade paper insert on "Come Live With Me" was turned into a lobby set piece by Joe Longo, State, Cleveland, as part of his campaign for that film.

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Girl, A Guy and A Gob	Mar. 8
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Lady From Cheyenne	This Issue
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Philadelphia Story	Jan. 25
Sis Hopkins	April 5
Son of Monte Cristo	Dec. 28
Thief of Bagdad	Dec. 14
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1


STAR-SPIKED
LAUGH
SPICED
JUDY
CANOVA
SLEUTH
IT'S GIRL GORGEOUS ★ IT'S HEART
BOB CROSBY
and His Band of Bobcats
CHARLES BUTTERWORTH
SUSAN
JERRY COLONNA
Katharine Alexander
Elvia Allman • Carol Adams • Lynn Merrick
Directed by JOSEPH SANT
ORIGINAL STORY BY F. McGREW WILLIS
SCREEN PLAY BY
JACK TOWNLEY • MILT GROSS • EDWARD


LODY BLENDED
A
Republic
PICTURE
KINS
RING
IT'S A JACKPOT OF JOY

Speaking of Operation

Continuing the series dealing with the practical side of operation, here is good advice and a box of tricks to make management more efficient.

by Franc Arnold

Every man can bring his own car to a stop quicker than anyone else and can write a more graceful line with his own fountain pen. A manager, who studies and knows the physical set-up of his theatre, can get more out of it than just as capable a man who is strange to his surroundings. Many a manager on being assigned to a new house makes the mistake of neglecting to see what can be done with the material at hand and instead appoints himself an architect. Particularly is this an error if he is working for someone else. His bosses are familiar with the theatre's shortcomings and will be more willing to appreciate a good operator rather than a "purchasing agent." This doesn't mean that minor repairs and touch-ups should be neglected, but as we are going to discuss that later on, we will stick to the theatre "as is" in this talk.

Exact Figures Important

In learning the physical set-up of your theatre, it is of the utmost importance to know the figures—the exact number of seats in the orchestra and balcony, the number of exits, the length of the throw from booth to screen, the size of the stage, the number of letters the marquee will hold on each line, the sizes of the frames, etc.—all of which is surprisingly important and useful data and will come in use over and over again. So, brother, know your theatre and you'll be known by your theatre's success.

Because a house hasn't a modern cooling system doesn't mean that a job of cooling cannot be done with fans, ventilators, etc. I had a manager friend who bought a second-hand aeroplane motor, installed it in a garage back of the theatre, and with quite the darndest riggin' you ever saw, succeeded in blowing a blast of air across blocks of ice and into the theatre via a caterpillar pipe. I wouldn't recommend that, but cite it to show that the never-say-die spirit is in the real manager's blood. That contraption really did back up my friend's "cooler inside" front ballyhoo.

If you are one of the lucky ones who have modern cooling and heating systems in your house, this is all the more reason to give them close supervision, not alone to keep them in good order, but to reach and keep them at the most efficient and economical point. It will take alertness to see that they are not mishandled or abused.

On the other side of the weather subject, they say that even "Dante's Inferno" has different degrees of heat. I can't testify to that, but I can say that intelligent use of a piece of weather-stripping here and there, coupled with close supervision over your fireman and the selection of a proper grade of coal, will do wonders for an antique heating system. Thermometers placed in the rear, sides and balcony of your theatre will allow you to keep constant check, not only for the comfort of your patrons, but they will show that your efforts have not been in vain.

Many little things can be done to help your house in a big way. Moving an aisle light or putting a little white or luminous paint in a dangerous spot will serve to reduce if not eliminate hazards peculiar to your house.

Simple Method to Prevent Accidents

One manager stopped falls on a stairway where the accident rate had been high, by the simple maneuver of placing a curtain over the glass inclosure through which people, while ascending or descending the stairs, had been in the habit of watching the picture on the screen. Sometimes a little dull paint on a brass doorplate will "lay the ghost" of a light streak on your screen, which has been caused by the reflection of the sun on the brass.

It doesn't take long to learn the sore spots in your new house. Then by proper application of experience, together with common sense, many "bugs" can be cleared up. You will get a kick out of banishing these bug-a-boos, and really accomplish something if you remember that it is in the "lemon" houses that managers build reputations.

You will find that the first requisite of toning-up your theatre is to respect it yourself and in turn you will implant a pride in the manners and thinking of your staff, that will be imparted to your patrons. The manager who kiddingly calls his theatre a "skating-rink," a "toilet" or a "shooting gallery" is subconsciously knocking down his own incentive to have a properly operated house.

Rochester Kiddiedom Turns Out En Masse for Pollock's Party

Ask any kid in Rochester who Uncle Dan is, and he'll tell you. The boy or girl who doesn't listen each evening to his or her radio idol simply doesn't exist—at least not in Rochester, N. Y.

So it's little wonder that the town's juvenile population turned out en masse recently for the combined Eighth Birthday Club Anniversary of Uncle Dan and Mickey Rooney's Party in conjunction with the showing of "Andy Hardy's Private Secretary."

Manager Lester Pollock of Loew's Rochester Theatre arranged the special theatre party, which was plugged in the newspapers and over the air; but even *he* wasn't prepared for the gigantic crowd that turned out. The sidewalk from the front of the theatre clear down to the next corner was packed with youngsters, and around the corner for several yards along a side street the line extended.

Needless to say, the house was so packed for the performance that kids literally hung from the rafters. Not many youngsters slept that night, either, for they were too highly excited about the fun they had had at the party.

Special Morning Matinee

Manager Ned Collins, of a Fox Inter-Mountain theatre, executed a neat trick in turning idle hours at his theatre into dollars recently when he arranged a special morning matinee for a leading woman's club. The event was held at 10 A.M., with the ladies serving luncheon in the lobby after a special preview. Favorable comment of the women regarding the combination matinee-luncheon has led Collins to consider repeating the stunt with other women's groups.

Theatremen and Press Huddle to Promote Local Enthusiasm for Current Attractions





Gatherings of the clan of showmen at special screenings and exploitation discussions are becoming more frequent and indicate a trend toward better organized show selling for the more prominent productions. In New Haven recently a special luncheon and screening of "Men of Boys Town" was sponsored by Harry F. Shaw, Loew Poli Division manager, and Lou Brown, circuit advertising director. Photo of the gathering appears at left above. Seen in the picture are the following managers and newspaper representatives: seated, l. to r., Joe Samartano, Loew Poli Palace, Meriden; Mr. and Mrs. Sam Cohen, Meriden Journal; Maury Goldstein, MGM branch manager; Ethel Henin of WMAS, Springfield, Mass.; H. Vigo Anderson, Hartford Courant; Louise Mace, Springfield Republican; John Cluney, Waterbury Democrat; Jane O'Rourke, Connecticut Echo; Back row, l. to r., Lou Brown; Jack Brassil, Bob Russell, Nat Rubin of Loew's Poli, New Haven; Mrs. James Milne of WELI, New Haven; Ed Fitzpatrick, Loew Poli, Waterbury; Julian Tuthill, Hartford Times; Jimmy Hague, Bridgeport Times-Star; Lou Cohen, Loew Poli, Hartford; Matt Saunders, Loew Poli, Bridgeport; George Freeman, Loew Poli, Springfield; H. H. Maloney, Loew Poli, Worcester; Otto Esposito, Loew Poli, Bridgeport, and Harry F. Shaw. Shown in the scene at the right are the Loew's Queens and Brooklyn assistant managers who heard an address by Arthur H. DeBra of the Hays office on "Land of Liberty," the industry's contribution to national defense, in the studio of Loew's Metropolitan Theatre, Brooklyn. Seated, l. to r., Robert Spodack, Triboro Theatre; Harold Zeltner, Oriental; Albert Ellner, Bay Ridge; Henry Schamp, Alpine; Sam Kaplan, Brevoort; Eddie Dowden, publicity dept., who presided; DeBra; Morton Sunshine, publicity dept.; Harry Goldberg, Kings. First row, standing: Sam Fromson, Premier; James Finnan, Woodside; Benjamin Singer, Prospect; Harold Roth, publicity dept.; Sidney Kain, Willard; Robert Frankl, publicity dept.; Eugene Rosen, Coney Island; Harold Prevalle, Boro Park; Bert Shopenn, publicity dept.; Al Leffler, Hillside; William Lennett, Broadway; Walter Mock, 46th St. Top row: Sidney Stromberg, Palace; John O'Connor, Kameo; Edward O'Connor, Bedford; Edward Schwartz, Pitkin; Milton Schwartz, Century; Louis Kramer, Gates; Harold Brown, Triboro; Abe Kaplan, Metropolitan; Herbert Schoenhof, Warwick Theatre; William Analante, of the Plaza Theatre.

'Ziegfeld' Caravan to Make Nationwide Tour

A nation-wide "Ziegfeld Girl" tour featuring original costumes from the new musical, along with two of the beautiful girls who appear in the picture and a group of valuable original oil paintings by some of the country's leading illustrators personifying the ideal 1941 showgirl, has been announced by MGM. The costumes and paintings are valued at $100,000. The caravan was conceived by Howard Dietz, executive in charge of promotion, and is under the supervision of William R. Ferguson, exploitation manager.

The tour, starting in Chicago on April 12, will cover about 15,000 miles in two months, with stops in more than 75 cities. From Chicago the display will go, in order, to Detroit, Buffalo, Albany, Baltimore, Washington, New York, Philadelphia, Harrisburg, Pittsburgh, Cleveland, Dayton, Cincinnati and Indianapolis. Additions to the itinerary will be announced shortly.

The display is the first of its kind ever to be staged in connection with a motion picture, the combination of personal appearances, original costumes and paintings embodying it is said, a new and dramatic means of bringing outstanding films before the public.

There will be eight costumes, used in the film's biggest production number, "You Stepped Out of a Dream," all of them especially designed by Adrian. In addition to modeling the costumes in leading department stores and fashion salons, the girls will appear at charity functions, fashion exhibits and society events. The girls, among those selected from thousands of the nation's beauties for showgirl roles in the picture, are Virginia Cruzon and Myrna Dell.

The paintings are by McClelland Barclay, Gilbert Bundy, Neysa McMein, John LaGatta and James Montgomery Flagg, and served as inspirations for artists and art students throughout the country in the national contest sponsored by MGM in association with the Art Students League of New York. Seven winning entries also will be exhibited.

The major part of the entourage will be transported in an elaborate white float with an oil-painted photograph covering virtually an entire side of the vehicle. The costumes will be carried on long wooden racks, and will be carefully guarded by wardrobe mistresses.

In each city a contest will be staged to find a young lady whose measurements come closest to fitting one of the gowns, worn by Judy Garland in her Minnie From Trinidad number.

An MGM exploitation representative will travel in advance of the caravan.

Publisher and Manager Pleased by Serialization of "Kitty Foyle"

The planting of the serialization of "Kitty Foyle," in the Berkeley (Calif.) *Gazette* in advance of playdates at the United Artists' Theatre by Manager C. E. Mcdonald not only pleased the theatre management but the publisher of the newspaper as well. Needless to say, the public which was enabled to read the serialization of the popular novel was pleased, too, according to the newspaper publisher.

The strip was planted on the drama page and appeared each day, complete with credits and playdates. It is well for other managers playing films adapted from well-known novels to try to emulate Mcdonald. It costs absolutely nothing and the results may be far-reaching.

Lobby Display on 'Secretary'

Setting up two small desks, with lights, telephones and typewriters, in the lobby, Sam Gilman, Loew's, Dayton, had cutouts of Mickey Rooney and Kathryn Grayson seated at them. He also conducted a shorthand contest as part of his campaign for "Andy Hardy's Private Secretary."

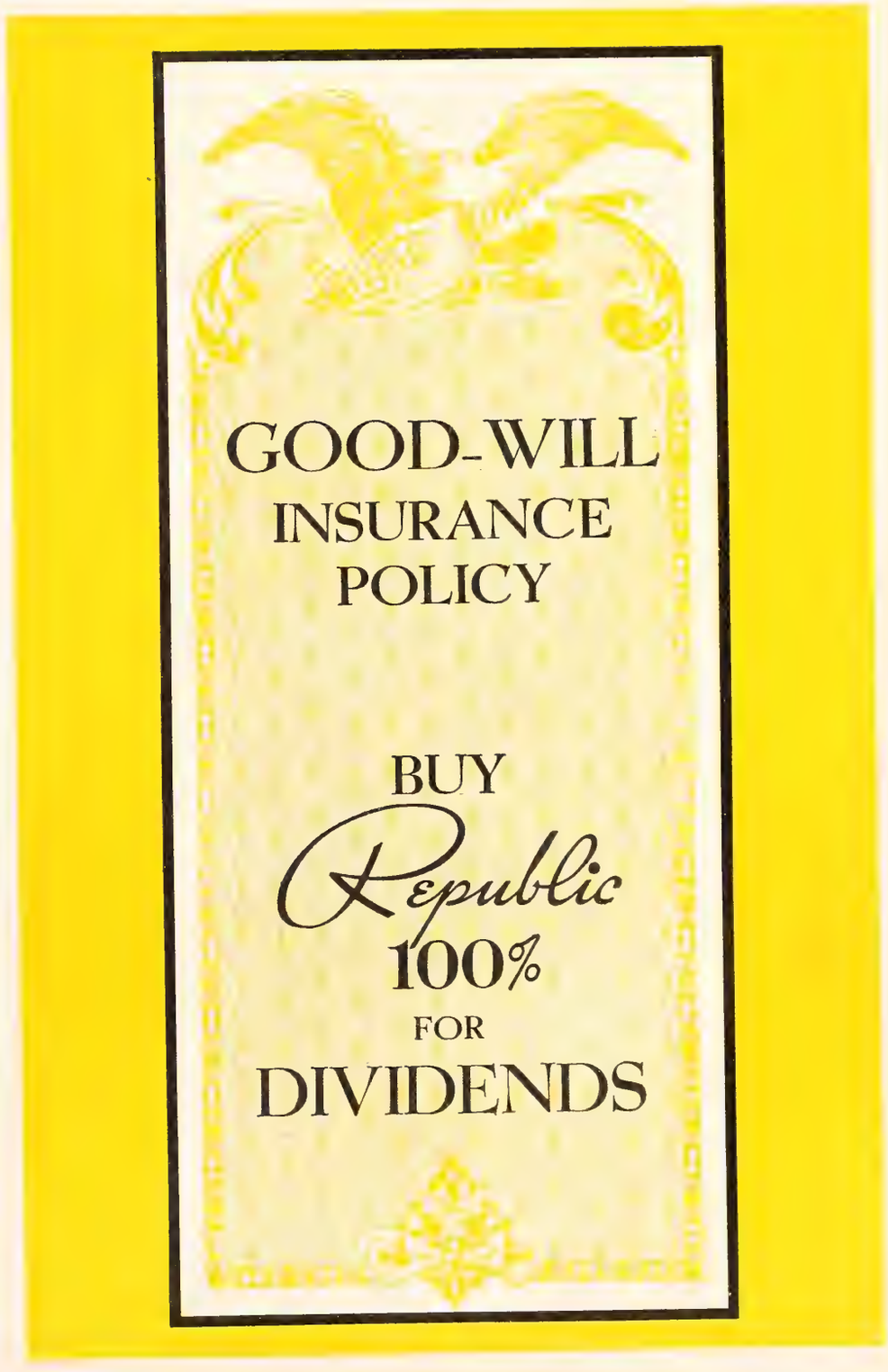
Flying Lessons Offered In Paramount Contest

Through a tieup concluded between Paramount and the Piper Aircraft Corp., a Piper Cub plane, and $80,000 worth of flying lessons will be given away in a national contest based on two Paramount aviation pictures, the recently-released "I Wanted Wings," now in a world premiere engagement at the Astor Theatre,, and the forthcoming "Power Dive."

By the terms of the contest, aviation enthusiasts throughout the country will write fifty-word letters on the value of the private pilot in America's national defense effort. The best letter in the nation will net its writer a Piper Cub plane, while the local winner in each city where the contest is set up will receive a set of free flying lessons.

Local prizes will be awarded by a jury chosen by the Piper dealer in each locality, and the grand prize will be decided by a nationally-known aviation figure to be chosen by the airplane manufacturer. Contest is set to get under way immediately, tying in with the local playdates of the pictures. The competition will close six months after the release of "I Wanted Wings," with the award of the national prize.

Paramount, through press book and circular letter, and Piper, by means of mail and personal contact, are priming theatre men and plane dealers, respectively, on the contest. Two hundred thousand copies of a special folder telling about the contest will be distributed to the public through the plane agencies and theatres. Two thousand two-color one-sheets announcing the competition will be posted by Paramount in localities where the stunt is set up.



ATTRACTIONS PLUGGED VIA PHONE

Enterprising Charlie Moyer, of Stanley-Warner's State, Hanover, Pa., persuaded the bus company to extend its service to smaller towns to enable patrons to attend his late shows. It wasn't easy, however, to get the telephone company to advertise his shows, but Moyer succeeded. When subscribers now dial for the time, they are able to obtain other information about programs over the telephone, thanks to the alert showmanship of Moyer.

Contest Prize Puppets Step Out in Hollywood



Jim Dandy and Prunella, featured in George Pal's Paramount picture, "Dipsy Gypsy," were honor guests at a Hollywood party attended by notables of the film colony. Above, the puppets to be awarded to winners in SHOWMEN'S TRADE REVIEW Shorts Contest, meet Neil Hamilton and Bernice Kay.

LAST CALL! SEND YOUR ENTRY FOR STR SHORTS SUBJECT IDEA CONTEST

Shorts subject selling ideas that will win prizes of cash plus an original George Pal puppet (see picture above) are flowing into STR's Short Subjects Contest editor. Time for official closing of the contest is April 18th, which leaves the door of opportunity open to more theatre owners, managers or employes bent upon winning money and one of the George Pal puppets.

Reproduced below is a coupon—rules make it mandatory that all entrants send a coupon with their letter of not more than 100 words giving their ideas of how short subjects can be sold to the public more effectively—via a slogan or any other plan calculated to arouse keener public interest in the short productions.

Here's your last chance. Clip that coupon below and mail with your letter before midnight April 18th. Contest is open to all theatre owners or theatre employes.

There are 13 Prizes (13, count 'em)—1st Prize: $25.00 cash and Prunella the Puppet; 2nd Prize: $15.00 cash and Jim Dandy the Puppet; 3rd Prize $10.00 cash; ten 4th Prizes of $5.00 cash each.

YOU MAY WIN!

I am entering the SHOWMEN'S TRADE REVIEW Idea Contest with my letter enclosed.

Name.....

Theatre.....

Street Address.....

City.....State.....

How Other Theatres Advertise



Because so many exhibitors are restricted in the size of their advertising layouts, the ads reproduced above are, for the most part, representative of small-space layouts. The largest one in the entire collection is that on "The Bad Man," which the Capitol, New York, ran in *The New York Times,* and it measures 3 columns by 8½ inches.

Note the "Lion's Roar" column at the left, which is worked neatly into the ad. Perhaps you could institute a similar "column" in your own ads, labeling it "From Me to You" or "Getting Personal" or something like that and writing your endorsements of the attraction being presented. As a matter of fact, the space could be used for any institutional message you deem important.

Many of the ads you see in national magazines these days feature "conversational balloons" which help sell the product. The same idea is used, in this instance, in the ad for the Des Moines and Roosevelt Theatres, Des Moines, culled from the *Register and Tribune,* to sell "Andy Hardy's Private Secretary."

Over in New Jersey, Warner Brothers advertising department has prepared some unusually effective layouts for the Stanley and Branford theatres. The ads, while varying in size, are nevertheless small enough to fit most restricted budgets, and yet from the smallest one (approximately 3 column inches) to the largest (3 columns by 5½ inches) they do a swell job of selling the double-feature attractions.

Of course, the ads have been specially prepared, but at the same time they give you an idea or two to improve your own double-feature layouts. They speak for themselves.

The ad for the State Theatre, Springfield, O., shows how heavy rules along the left-side and extending around the illustration can gain attention.

THE LADY FROM CHEYENNE

An SRB Showmanalysis

To Fire Your Exploitation Gun You Must Have Ammunition; Your Supply Is on This Page

WHEN a director establishes a high reputation because of a succession of past hits, his name becomes synonymous with "guaranteed entertainment" as far as the public is concerned. Therefore, knowing that Producer-Director Frank Lloyd was responsible for "Cavalcade," "Mutiny on the Bounty," "Wells Fargo" and other meritorious films, the public will look with more than passing interest on "The Lady From Cheyenne," his newest effort.

But while this production asset is important, important also is the fact that the cast attracts special attention. Loretta Young, a favorite among many, is in a different role here, and merely associating her name with the title easily arouses one's curiosity. And when Robert Preston, Edward Arnold, Frank Craven and Gladys George are also featured in prominent characterizations, it all adds up to "box office." Nor can one overlook the locale and the public's interest in outdoor films when considering the drawing potentialities of "The Lady From Cheyenne."

Ordinarily, so-called "western" and "action" pictures have a strong following among the male of the species, but a lot of the males don't get around to see them because of a reluctant attitude on the part of the female of the species. When a picture, however, combines the elements that appeal to both male and female, or at least to the female, it's "in the bag." So one of the most important tasks in connection with your exploitation campaign on this production will be to build up the interest of the women. If you do that, you can bet your boots the engagement will be successful.

Have That "Lady" Arrive in Town

About two or three weeks in advance of your playdate, let the public know that "'The Lady From Cheyenne' Is On Her Way to Blankville." Do this through underlines in your current ads, through teaser ads and through specially imprinted window cards posted around town and in surrounding communities. Then, about a week before playdate, arrange with the newspaper editor to run a series of stories on the arrival of the "Lady" at a certain depot on the day of your opening. In the meantime, have a lady selected and outfitted with the proper attire; she can catch the train at a nearby town and arrive at the depot in your community. Try to get the Mayor and other city officials to "meet" her, and be sure to have a band and photographers present. Only by publicizing this stunt thoroughly can you attract a maximum crowd. But if you go after it in the right way, it'll be a strong boost for your engagement.

Announce through various advertising, publicity and exploitation mediums in advance that all local ladies from Cheyenne can be your guests at a special evening performance. There may be several such women, there may be only a few; but you can anticipate this, and if the response appears to be heavy, set a half-hour or hour time limit on the offer.

Along the same lines, you might stage a "Wyoming Night" or a "Cheyenne Night," particularly if you are near that state.

A "Wyoming" photographic contest might be held, with former Wyoming residents or local people who have visited that state being eligible to submit photographs which in some way or other identify it. In the window of a studio or in your lobby, display the photographs; then have a group of judges choose the best ones and award prizes to their owners.

Get Library, Book Shop Tieups

If your local libraries or book shops have books dealing with the state, try to get them to cooperate with you on special tie-up displays.

Incidentally there's an excellent three-day "Movie Memory" contest in the press book which shouldn't be overlooked. Scenes from three of Frank Lloyd's past hits are reproduced, one each day, and fans are to tell the name of the picture from which the scene was taken and to also name the characters in the scene. Because too many might guess correctly, make competition keener by requiring each contestant to submit a 100-word letter on "Why I Am Interested in Seeing Loretta Young as 'The Lady From Cheyenne'."

The right of woman's suffrage is the underlying theme of the picture, so be sure the women of your community know this. It would be a good idea to get the names and addresses of members of all women's clubs and send brief, punchy letters to them.

Debate Should Create Interest

Perhaps a local debate could be planned via the radio, with a man and woman participating. The former would take the view that "woman's place is in the home, and not in politics." The latter, of course, would take an opposite view. Staging the stunt in the spirit of good fun and selecting two prominent townsfolk to take part in it should create plenty of interest.

The story takes place back in the 1880's. With this in mind, you could make your showing a civic event in which the progress of your community, "from the days of 'The Lady From Cheyenne' up to the present" is clearly revealed. Through the Chamber of Commerce, Booster Clubs, etc., get the merchants to devote special windows to displays of things old and new. Likewise banks and utility companies can join in the celebration. If the Union Pacific runs through your town, it should be possible to get cooperation from the company's local officials. Other railroads, too, should be willing to "go along" with you in whatever way they can.

Tie-up ads should be based on the line that "'The Lady From Cheyenne' chooses a Blank Auto, (or cooks with a Blank Gas Range) because, etc., etc." A special bargain day might be arranged, with bargains that "'The Lady From Cheyenne' would take advantage of" being featured.

Through popular vote or the decision of a committee of judges, select a local lady, because of her achievements, as "The Lady From Blank City." Have civic clubs honor her at their luncheons. The presentation ceremonies should take place at your theatre on opening night, with the Mayor in charge. A medal or small loving cup, donated by merchants, could serve as the award. This stunt is great stuff for newspaper publicity breaks.

Try Some of These Stunts

That old gag of having someone spot—in this case—"The Lady From Cheyenne" in department stores or on the street and properly identifying her is still good if you haven't used it too frequently before. Also good is the jigsaw puzzle contest in which merchants participate. On a cooperative page, each ad contains a cutout portion of a photograph of the star, and fans are to put the pieces together to form the picture. Offer prizes according to the neatest and most original entries.

Because the film's action appeals to youngsters, be sure to make part of your advertisement reach into the schools. Run ads in the school papers. An essay contest about "Wyoming," either from a geographical or historical standpoint could be conducted by teachers of geography or history classes, as the case may be. Special student rates might be made.

A woman attired in a costume similar to that worn by Miss Young in the picture and carrying a traveling case with the title imprinted thereon would get lots of attention as a street ballyhoo. This idea might be enhanced by having the woman ride a wagon loaded with baggage appropriately labeled. Each side of the wagon should be bannered. An old street car or an auto equipped with a loudspeaker would also do much to sell the picture.

Some Points to Be Considered

Getting over the feminine angle and at the same time stressing the picture's action and thrills are the main points to be considered in deciding upon a suitable front and lobby display. The posters, stills and other accessories have the elements to make this a comparatively easy job. Be sure to play up Lloyd by devoting at least one display board to his past achievements.

A bang-up campaign—one that makes every citizen "Lady From Cheyenne"-conscious — should bring extremely gratifying results. Don't sit back and wait for crowds —get busy and be sure of having them.



Sketch gives idea for good street ballyhoo.

Screenplay by Kathryn Scola and Warren Duff. Based on an original story by Jonathan Finn and Therese Oaks. Produced and directed by Frank Lloyd. Associate Producer, Jack Skirball.



The woman's angle is the chief selling point of most pictures, and that goes for "The Lady From Cheyenne." So long as you include in your selling activities stunts that have a feminine slant, you can be assured of satisfactory results. With this in mind, get your newspaper fashion editor to use the three-column Loretta Young fashion layout, shown above.

Program Exchange

Fashion Show Edition Shows Evidence of Good Promotion; Member Now a Movie Star

APRIL FOOL'S DAY has long since passed, and the only unusual experience which befell ye ed. was that, although we walked blocks and blocks with our shoes untied, no one stopped us to tell us our shoes were tied. April Fool ain't what it used to be. We can remember when the day was just one joke after another. But now, you're doing well if someone "April fools" you just once—just once. Or vice versa.

By the time you read these lines, Easter will have come and gone. We hope that the money spent on getting the wife and family new outfits will in no way compare with the added business at the box office, now that Lent is over. If you haven't indulged in a rousing Spring campaign to get 'em going to the movies again, don't be surprised if there's no increase in attendance. Many suggestions have appeared in STR—in fact the issue of March 15 carried plenty of them—so there's really no excuse for not having gotten back to showmanship with the coming of Spring.

They had a Spring Fashion Show at the Wallace Theatre down in Levelland, Texas, recently. And what a swell bit of promotion the boys at the Wallace did on that one! Along with our copy of The Reminder comes the Special Style Show Edition of *The Hockley County Herald.* Printed in sepia, it is most attractive, and features six pages of news on the latest styles for both men and women. The makeup is a perfect job, for there is just the right balance between art, stories and display ads. We might have mentioned that furniture is also a part of the layout. The Wallace, as well as the merchants and the newspaper, must have benefitted greatly from this excellent special section.

And now for a joke or two from The Reminder before we continue. By the way, are you using these jokes for "fillers"? (Aw, now, they're not *that* bad.) Well, anyway, here are two or three for your consideration:

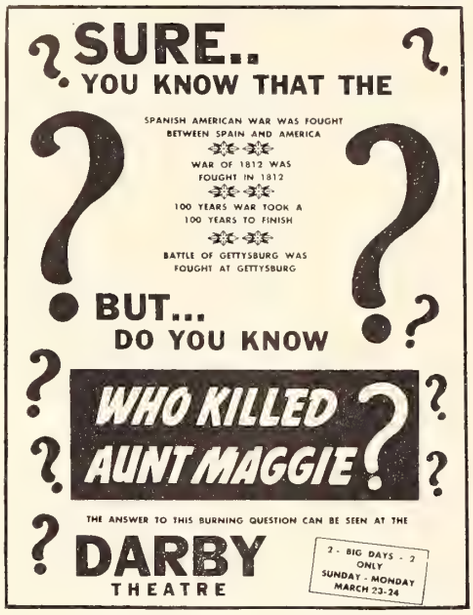
"Does Bill still walk with that slouch of his?"—"No, he has a new girl now."

"Fred got his ability to drink from his grandfather."—"You mean he inherited his thirst?"—"No, his money."

"Do you still wake up with a grouch?"—"No, dearie, I divorced him."

Another unique program front page comes to our desk from W. S. Samuel. The Port Neches, Texas, theatreman uses this headline: "If this program had SEVEN front pages . . . we still couldn't illustrate all of the fine pictures playing at your Lyric Theatre." In a number of boxes appear the titles and casts of several forthcoming productions.

We like that headline in Cinemag, the tabloid newspaper of the Capitol and Majestic Theatres at Paragould, Ark. It goes like this: "'Wind' to Blow Again for Three-Day Engagement." The main piece of news on the front page, however, is a three-column piece of art showing Bill Justice, formerly on the theatre staff and one-time editor of Cinemag, signing a contract to appear in Warner Brothers pictures. Those boys down in Paragould must have loads of personality. The whole town should feel quite proud of "Our Bill." Just remember, when you see the name William Justice in the cast of a future Warner picture, that he was once a member of the Program Exchange. We hope he doesn't forget his Alma Progra-Mater. Every member will join us in wishing Bill the best of luck. Just think—Ann Sheridan, Bette Davis, Maris Wrixon—oh boy, how we envy Bill!



Teaser Ad for Front Cover

Mel Koff, owner-manager of the Darby Theatre, Darby, Pa., used the teaser ad shown here, on the front cover of his theatre program, to give advance publicity to Republic's "Who Killed Aunt Maggie?". His showmanship attracted a great deal of attention.

Local Movies in New Paltz

Business ought to have been great at the New Paltz Theatre up in New Paltz, N. Y., this week. At least it should have been if people like to see themselves on the screen, for Manager Tommy di Lorenzo played a subject entitled, "New Paltz on Parade," which was filmed right there in town. These local movies are always good for increased theatre attendance. In his program, Tommy featured the reel above "Las Vegas Nights," which was on the same program.

Here's another of those excellent institutional messages from Warner Brothers' Chicago Theatres. This one, in particular, was used by Manager Robert Busch in the program for the Jeffery Theatre, and is entitled "Entertainment":

"Hard work is good, but you need play too. The harder you work the more you need to be relaxed and entertained.

"Sleep refreshes a tired body. Entertainment refreshes a tired mind. Ever notice how carefree you feel after a good movie show?

"Movies are not luxuries—not by a long shot! Money spent on good entertainment is well invested. It pays big dividends in mental health and happiness. Movies are the best entertainment.

"When you feel tired, fagged out or overworked—a good movie show will snap you out of it in a jiffy.

"Make the movies a part of your regular program of life! See shows systematically! You can pack up your troubles in the old kit bag when you—ATTEND MOVIES REGULARLY!"

Well, that's all we have room for this week. We'll be expecting some outstanding Easter programs from members, so mail yours as soon as possible. See you next week.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

MAY

11th

MOTHER'S DAY. As a lobby display, have a large reproduction of Whistler's portrait of his mother. Run a special show for mothers. This can be varied by special inducements for children to bring their mothers to the show on this day. Pictures of nationally known prominent mothers augmented with those of distinguished local mothers can be posted in the lobby, run in programs or carried in newspapers. Tie up with a florist to present a flower to every mother.

MINNESOTA ADMITTED TO THE UNION, 1858. Theatres in that state should participate in any local observances of the occasion.

HOSPITAL DAY. Sponsored by the American Hospitals Association, 22 East Ontario St., Chicago. Since this day falls on the same day as Mother's Day, you might act as headquarters for depositing all surplus flowers to be given to hospital patients. Your theatre can also be the headquarters for receipt of other gifts such as toys for the children's ward, books, etc.

15th

STRAW HAT DAY. Today, everyone will either get out last year's straw kelly or buy a new one. In cooperation with a local hat store, offer free admission to men who present felt hats in lieu of the admission price. Be sure the local hatters have photos of the stars of your current attractions (with credit) wearing straw hats.

AIR MAIL ESTABLISHED 1918. Have the print of your next attraction, or a newsreel arrive by airmail and arrange for the local newspaper to photograph its arrival. Any airline will be glad to help.



Judy Says O.K.

Judy Garland, one of the stars in "The Ziegfeld Girl" gives her O.K. to the ads on the picture which were made under the direction of Si Seadler in the MGM home office.



Don't let the Picture Die!

Your theatre is your show window. Don't waste it. Keep it fresh . . . clean . . . colorful. Change frequently. Plan carefully. Keep it alive with advertising and it will draw people in...people who might otherwise not come in. And that's where those extra profits come from. *Don't let the picture die.* You have great powers to swell your box-office receipts. But they are mostly unused. There are dozens of selling ideas in producers press-books. Dozens of suggestions. Use them. Don't let your lobby die. Don't let your marquee die. *Don't let the picture die.* Use advertising . . . use it graciously . . . consistently . . according to plan. It will pay out in the long run . . . for the long run. *Don't let the picture die.* Use

NATIONAL SCREEN SERVICE
Advertising Accessories, Inc.
NATIONAL SCREEN ACCESSORIES

...Prize Baby of the Industry!

Mid-Run Ad Helps Build-Up to a Hold-Over in Buffalo

Lafayette Capitalizes on Belly Laughs and Registers Big Run on "Buck Privates"

It happened in Buffalo, but it might happen anywhere!

That's what producers and distributors as well as theatremen are saying as they point to a demonstration of how longer runs, for which the producers have been agitating, may develop for a considerable percentage of pictures now flowing to the country's theatres.

The Buffalo case concerns the booking for one week of Universal's "Buck Privates" at the New Lafayette Theatre. The original booking stretched out to a total of 30 days run for the Universal comedy at the Lafayette. Credited with giving a lift that paved the way for the record run was an advertisement spotted into the Saturday evening papers. It was a special ad—special in the sense that standard practice does not call for such mid-run displays for pictures shortly after opening.

Only a Moderate Opening

The picture opened the Lafayette Wednesday and showed a moderate box office pace opening day and Thursday.

The reason for the special effort to stimulate the build-up of business was the outcome of observations of George H. Mackenna, manager of the Lafayette, that audience reaction was far out-pacing the box office reaction on the first two days of the run. Where the showmanship came in was that the Lafayette showman, instead of pronouncing the picture a "strong audience" film and letting it go at that, went to work to give impetus to the natural expectation that word-of-mouth advertising would bring the attendance up as the run progressed. "We had quite a few complaints," Mackenna says, "from customers that they were unable to get parts of the picture because patrons were laughing so loudly, and I could not understand how a picture that contained so many belly laughs did not get off to a quicker start at the box office."

Decision to break an advertisement in the Saturday editions came within a few hours of deadline for making the papers with advertising copy. In order to realize the most out of the situation, Manager Mackenna and Richard D. Walsh, publicity director for the theatre, went into a huddle, and to check all angles even called in Lou Pollock, Universal advertising and publicity director in New York, who was contacted by long distance phone.

The advertisement, reproduced on this page was evolved from the observations that audiences were laughing so long and loud at "Buck Privates" that many of the gags were drowned out by the audible evidence of audience reaction.

"We do not believe the ad alone built up the business," Mackenna says, "but it was something that was talked about and word of mouth advertising put the picture over."

"It is needless to say that all attendance records for the theatre have been broken with 'Buck Privates.' We also changed the second feature each week. This gave patrons an opportunity to see the picture the second and third time and many of them told us that they did."

Headlining Audience Reaction



Here's a reproduction of the 2-column advertisement which was rushed into print after the first two days of the run of "Buck Privates" at the Lafayette Theatre, Buffalo. The advertisement is credited with accelerating the build-up of box office business as a result of the big laugh reaction to the Universal comedy, and is being hailed as an example of showmanship going into action to capitalize on audience appeal demonstrated by a show on its first two days of the run. An original one-week booking was stretched to a profitable thirty days.

The Box Office Slant

Reaching For The Sun

(*Continued from Page* 16)

fully, packing his comedy and dramatic moments with commendable ability. One of the highlights of the film is an unprecedented machine fight sequence, in which a fifty-ton manipulator and a forty-ton crane come into crushing conflict—a thrilling, suspenseful bit of business. Tieup ads should be arranged with car dealers. A new car might be placed in front of theatre, or driven around town, with blowup stills from the picture. An outboard motor could be used for lobby display.

Catchline: "Tale of a man and his dream."

The Lone Wolf Takes a Chance

Columbia **Mystery-Comedy** **76 mins.**

(Prod. No. 2022—Nat'l Release, March 6)

AUDIENCE SLANT: (Family) Satisfying film fare for the mystery fans.

BOX OFFICE SLANT: Booked on family night or on a Saturday with a western, it should do well at the box office.

Cast: Warren William, June Storey, Henry Wilcoxon, Eric Blore, Thurston Hall, Don Beddoe, Evalyn Knapp, Fred Kelsey, William Forrest, Walter Kingsford, Lloyd Bridges, Ben Taggart, Richard Fiske. Credits: Produced by Ralph Cohn. Directed by Sidney Salkow. Story and screenplay by Earl Felton and Sidney Salkow. Based upon a work by Louis Joseph Vance. Director of photography, John Stumar. Musical director, M. W. Stoloff. Art direction, Lionel Banks. Film editor, Viola Lawrence.

Plot: This newest Lone Wolf mystery concerns the efforts of William to run down a gang of counterfeiters who have stolen United States currency engraving plates and have locked the inventor of a burglar-proof baggage car in the car itself. Only the inventor knows the combination, but William manages to get it and rescues him, while the gangsters are captured by the police.

Comment: Designed for small town and neighborhood mystery fans, this picture is satisfactory film fare. Suspense is maintained to the very end, the Lone Wolf is almost constantly in hot water, the chief detective's assistant is a bungler and William's butler is also a trifle bungling. It is these "props" that the fans seem to want with their mysteries, and they get them here. As a family night or Saturday booking, it should get by quite capably, though in some spots a western may be needed as a second feature. Because the picture deals with counterfeiting stage money heralds might be distributed. Post "don't take chances" signs on traffic light poles at street intersections as a tie-in with the title.

Catchline: "The Lone Wolf cracks down on a crew of 'queer money' mobsters."



That 'Hamilton' Fashion Display!

In advance of the opening of Alexander Korda's United Artists release, "That Hamilton Woman!", at Radio City Music Hall in New York, special window displays were promoted from Bonwit Teller, leading Fifth Avenue department store. The tieup was heightened by a 5-page pictorial spread in Vogue on "Those Hamilton Clothes," which were modern copies of gowns worn by Vivien Leigh in the picture. One of the specially designed windows is shown above.

Tieup With Western Union Makes Selling of That Picture Easy

W. G. "Lew" Lewellen, of the Criterion Theatre, Oklahoma City, Okla., took advantage of the locale and other opportunities, recently, when he played "Western Union." Discovering that one of his patrons was a former Western Union manager, circa 1886, he assigned him to read messages to the audience, which had been flashed on the screen.

Lewellen also had uniformed messenger boys distribute heralds on the streets. A special newspaper and bill board campaign was arranged as were window tie-ups with department, five and dime and drug stores. The stores distributed advertising cards to their patrons. A "Western Union Night" also was staged. Employees of the company, accompanied by uniformed messenger boys were admitted free of charge. Plugging the film, also, were posters placed in the windows of Western Union branches.

Moule's 'Kitty Foyle' Break

Manager Ernie Moule of the Capitol Theatre, Brantford, Ont., co-operated with the local Chevrolet dealer on a stunt that netted "Kitty Foyle" half-page space in a full page advertisement. Moule permitted the auto distributor to display one of his cars in the lobby during the "Kitty Foyle" engagement. In return the dealer took a full page in the daily newspaper *Expositor,* with one-half of the space devoted to the picture.

Miniature Ship Display Swell Plug for Comedy



Manager George Bole of the Golden Gate Theatre, San Francisco, obtained all-out cooperation from the 12th Naval District for the engagement of "A Girl, A Guy and a Gob." The navy provided, for example, a display of miniature battleships for the mezzanine (*see cut*), a recruiting booth with gobs in attendance and cooperated in a recruiting stunt wherein a volunteer responded from the audience and a recruiting officer was there to sign him up pronto.

Producer Harold Lloyd and stars of the cast visited Commander S. S. Reynolds and watched recruits being sworn in. Photographs covering this visit were given space in local newspapers. The Navy Mothers Clubs cooperated with Bole in several phases of his campaign.

Bole found that the number of letters in the upright electric signs devoted to the theatre's name corresponded with the number of letters in the picture's title. Neon lights were used for the title, these being placed over the regular theatre signs, which are 77 feet high. A flag display was used for the theatre front and high above the marquee.

Lucille Ball, George Murphy and Edmond O'Brien, stars of the film, appeared with Harold Lloyd on the stage of the theatre. The recruiting of George Steele followed Lloyd's curtain speech at the close of the film. The premiere was attended by a large number of navy officials, and among them was a recruiting officer who volunteered his services in inducting the new recruit into the Navy.

Showmen Getting Results From 'Ziegfeld Girl' Advance Publicity

Showmen throughout the country are said to be getting excellent results in advance publicity campaigns for "Ziegfeld Girl."

"Ziegfeld Girl—Then and Now" was the title of a full page layout in the Sunday roto section of the *Pittsburgh Press* planted by Martin Burnett, Loew's Penn. Irma Wilson, one of the 32 beauties selected for roles in the picture, was the subject of all eight photos.

In Memphis, Cecil Vogel got the Sunday *Commercial Appeal* to run an eight-column spread on the same picture, with Lana Turner and three of the showgirls featured. Joe Longo, Loew's Cleveland publicist, planted a photo of Judy Garland in the Sunday *Plain Dealer,* and Francis Deering, Houston, got a story and photo of Irma Wilson in the Sunday *Chronicle.*

Joe Di Pesa placed a three-column Lana Turner shot in the Boston Sunday *Post,* while Harold Evens, St. Louis, broke a full color page in the Sunday *Post-Dispatch.* Another full page of "Ziegfeld Girl" art is credited to Lester Pollock, Loew's, Rochester, in the Sunday *Democrat and Chronicle.* The *Columbus Citizen* Sunday magazine section carried a full page of "Ziegfeld" art for Fred Ostreicher and Dan Terrell, Loew's Washington publicist, made the *Post* and the *Times-Herald* with "Ziegfeld" art on successive days.

Home Made Bonnets and Gingham Dresses Used to Plug "Westerner"

An example of what resourcefulness can accomplish was proven recently at the Alpha Theatre, Bell, Calif., reports Robert Dean, when the cashier and usherettes made their own bonnets and gingham dresses to plug "The Westerner." The cost was negligible but the stunt had much to do with the film's successful run at the theatre. Titles of the picture were worn under the brim of each girl's bonnet.

Secretaries Given Roses

First 50 private secretaries attending the Poli-Palace, Hartford, opening of "Andy Hardy's Private Secretary" received roses as part of Fred Greenway's campaign for the picture.

'Gold' Thoroughly Exploited in New York

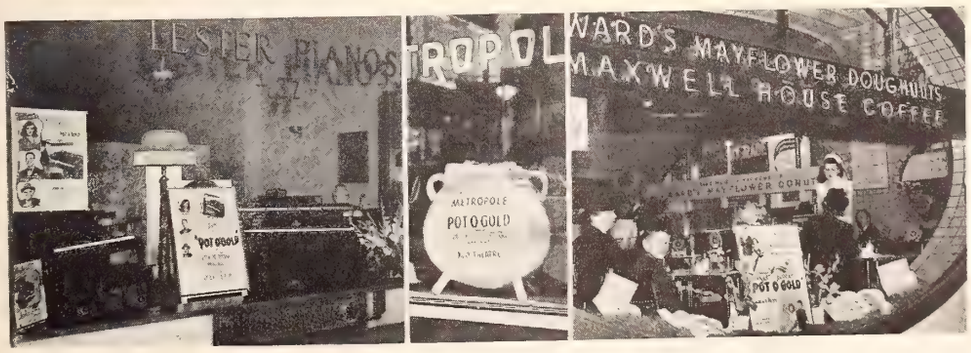
For the world premiere of 'Pot O' Gold" at the New York Roxy, the efforts of United Artists and Homer Harmon, publicity director of the Roxy, were utilized to the fullest for fine newspaper cooperation and outstanding exploitation coverage, including merchant and radio tieups.

The Tums "Treasure Chest" and "Pot O' Gold" coast-to-coast radio programs broadcast over the NBC Red and Blue networks, plugged the picture, theatre, and playdate, both in advance and during the engagement. The "Pot O' Gold" Greater New York program, broadcast over radio stations WHN, WMCA and WNEW, also gave prominent mention to the world premiere. The special radio transcription was played on 10 other local stations, among which were WEVD, WINS and WLTH.

Orchestra leaders at numerous hotels and night clubs played the tunes from the picture. Music recordings, with full picture credit, were played on popular recorded programs on local radio stations.

A tieup with Western Union placed special imprinted jumbo telegrams on 250 windows throughout greater New York. Special displays were also set in windows of the Mayflower Doughnut Shops in Times Square, and were seen by hundreds of thousands. More than one million match-boxes, with one side devoted to picture credit, were distributed by Tums.

Two large-sized co-op ads were used in the metropolitan dailies by Lester Pianos. This was supplemented by a special window display. More than thirty music store windows were also secured. All this was in addition to the special windows arranged through the many other national organizations who have tied in with "Pot O' Gold."



Here are three of the special window displays promoted on behalf of the New York Roxy engagement of James Roosevelt's United Artists release "Pot O' Gold." (Left) Music window at Lester Piano Co.; (center) simulated pot of gold at Metropole Restaurant; (right) card in window of Mayflower Doughnut Shop, tieing in with film's doughnut sequence.



READY—NOW

AT THESE EXCHANGES

NORTHEASTERN FILMS, Boston
PAM-O-FILMS, Buffalo
SPECIAL ATT'S, Chicago
MONOGRAM, Cincinnati
IMPERIAL, Cleveland
ASTOR FILMS, Dallas
ALLIED FILMS, Detroit
CAPITOL MONOGRAM, Indiana
TIMES PICTURES, New York
PEERLESS, Philadelphia
CROWN, Pittsburgh
PEERLESS, Washington, D. C.

Short Subject Reviews



"Forum" Plugged in Philadelphia

Showmanship sells outstanding short subjects, and in this instance the subject is the initial release of Columbia's "International Forum" series. Featured in the "round table of the screen" are Dorothy Thompson, Wythe Williams, William Shirer and Linton Wells. Note how these journalists and commentators are "played up" in the lobby frames on either side of the box office.

Men of the FBI *(Excellent)*

RKO (13,109) March of Time No. 9 21 mins.

This issue shows the important role the Federal Bureau of Investigation is playing in National Defense. As an example of how the bureau works, the training of one agent is shown in considerable detail and then a hypothetical case is solved with the FBI's methods. Thus, this issue of The March of Time contains a regular detective story beside its usual factual material. The latter is as interesting as usual, especially because interest in the FBI has been strong ever since it was first popularized by the movies and more recently by J. Edgar Hoover, its director. The picture can be sold like any G-Man story, since it will appeal to the same class of audience. Also sell it through organizations of all kinds and especially law-enforcement groups, etc.

It Happened All Night *(Fair)*

RKO (13,405) Edgar Kennedy No. 5 19 mins.

Kennedy is a constable in Fairview, where nothing ever happens. But Edgar unknowingly runs into a gang of crooks and has all sorts of adventures, which he merely regards as routine until his return home. This is fair comedy with a few chuckles. It was made some time ago, since it still features Bill Franey as the father-in-law and Franey died several months ago. However, it does not suffer for this reason, particularly. Lou Brock produced, Charles Roberts directed.

Picture People No. 8 *(Fair)*

RKO (14,408) 10 mins.

Kay Kyser and Ginny Sims, Lupe Velez, Irvin Cobb, Tex Ritter, Dick Foran, Big Boy Williams, Rosemary Lane, Victor McLaglen, Anna May Wong and Jimmy Durante are the stars who are shown off the set in this subject. The material is average and it is put together fairly well. The subject is about up to the usual standard of the series. Frank Donovan produced and Louise Rousseau directed.

What's Happening in Argentina? *(Very Timely)*

RKO (14,502) South America No. 2 10 mins.

Julien Bryan again takes the camera and microphone to South America, this time to Argentina. The subject is most revealing of life in that country and how German and Italian influences are playing an important part in the cultural life of the country as well as its business. The German sport clubs, the subsidized newspapers, the number of German firms and Italian groups of similar types in the country are all shown as anti-American and anti-Democratic influences. Bryan happened to be there to photograph a protest against Nazi influences.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning April 12)

CAPITOL—Information Please No. 8 (RKO-Pathe) rev. 4-5-41; More About Nostradamus (MGM) rev. 2-22-41.
CRITERION—When Wife's Away (RKO-Radio) rev. 4-5-41.
GLOBE—International Forum No. 1 (Col.) rev. 3-1-41; This Is England (Col.) rev. 4-5-41.
PARAMOUNT—Fishing Fever (Para.) rev. 3-22-41; Eugene the Jeep (Para.) rev. 12-7-40.
RIALTO—Riders of Death Valley, Chapters 1 and 2 (Univ.) rev. this issue.
RIVOLI — The Tortoise Beats the Hare (Vita.) rev. 4-5-41.
ROXY—The Miracle of Hydro (20th-Fox); When Knights Were Bold (20th-Fox).
STRAND—The Cat's Tale (Vita.) rev. 4-5-41; Big Bill Tilden (Vita.); The Seeing Eye (Vita.) rev. 4-5-41.

Riders of Death Valley *(Exciting)*

Univ. Serial 15 Chapters, 19-20 mins.

Production values abound in this serial, which boasts the marquee names of Dick Foran, Leo Carrillo, Buck Jones, Charles Bickford and for added measure, Guinn Williams, Lon Chaney, Jr., and Noah Beery, Jr. There is ample evidence to support Universal's claim that it is a "million-dollar super serial." While the story is somewhat familiar, the first three chapters, at least, move along at a fast pace and are likely to please the serial addicts. Direction, acting and production mounting are in keeping with the star-studded cast. Ford Beebe and Ray Taylor shared the directorial assignment. This serial offers immense possibilities for selling and should be a drawing card for the week-end juvenile trade; also for the many adults who get a kick out of action films.

Going Places No. 89 *(Amusing)*

Univ. (5359) 9 mins.

Graham McNamee lends his mellifluous voice to a description of amusing epitaphs on ancient tombstones on the Atlantic seaboard, in this reel. If your audience doesn't think our forefathers had a sense of humor they're in for a pleasant surprise. Close-ups of the epitaphs are, indeed, good for chuckles and average audiences should get their share.

Stranger Than Fiction No. 89 *(Interesting)*

Univ. (5379) 9 mins.

Your patrons will be amused to know that in Klamath Falls, Oregon, residents receive their hot water and steam-heat free of charge directly from the ground. Other subjects in this reel depict the art gallery donated to the policemen and firemen of Rockport, Mass., by artists who frequent the resort during the summer; two Miami, Fla., young women who make flowers from sponges; the strangest church steeple in the world in Port Gibson, Miss., and a collie dog that has been trained to climb a tree and to walk on a tight-rope by Ernest Martin in Lexington, Ky.

. . NEWSREEL SYNOPSES . .

(Released Saturday, April 12)

PARAMOUNT (No. 65)—U. S. fleet in Australia; King George inspects Canadian overseas troops; Mussolini addresses Facist leaders; Mexico seizes Axis ships; Polish Premier visits U. S.; Allis-Chalmers plant in operation again; Hongkong armed for defense; Battleship North Carolina commissioned.

PATHE (Vol. 12, No. 65)—U. S. fleet in Australia; Battleship North Carolina commissioned; RAF gunnery practice; California's defense army; Mascot at Camp Custer; Home Guard trained in New Rochelle; Eisen non-strike pledge; New fire engine trailer; Red Barber's baseball forecast.

UNIVERSAL (Vol. 13, No. 970)—U. S. fleet hailed in Australia; Battleship North Carolina commissioned; Shell production speeded at Anderson, Ind.; Clipper for Britain arrives in New York; Brazil navy mine layer; Emergency fire unit in Los Angeles; Vargas diamond cut; Shoe fashions for Easter; Salmon fishing in Oregon; World's biggest chess game in Cuba; Downhill ski meet.

MOVIETONE (Vol. 23, No. 62)—Battleship North Carolina commissioned; U. S. fleet hailed in Australia; King George inspects Canadian overseas troops; RAF gunnery practice; Young English air hero; Vargas diamond cut; Non-commissioned officers trained to give orders; Retrievers compete in Maryland; Army riders in action.

NEWS OF THE DAY (Vol. 12, No. 260)—Battleship North Carolina commissioned; U. S. fleet hailed in Australia; Search for missing Navy bomber; King George visits Canadian overseas troops; Brazil strengthens hemisphere defenses; Movieland honors "Men of Boys Town" at banquet (Omaha only); Miami belles sport novel Spring hats; Western rodeo.

(Released Wednesday, April 9)

PARAMOUNT (No. 64)—Skiing at Mt. Hood, Ore.; Backyard baseball in New York; Airliner crashes in Florida; Franklin D. Roosevelt, Jr., enters active service; Latins back U. S. against saboteurs; 25-ton tanks at Aberdeen, Md.; Canada, U. S. to share defense fields; American experts study captured German plane; Balkan tragedy unfolds; Army Day demonstrations.

MOVIETONE (Vol. 23, No. 61)—Nation observes Army Day; Army parade in New York; Ensign Roosevelt, Jr., reports for work; German plane studied; Russian freighter smashed by violent seas; English royalty tours bombed Plymouth area; Australian Premier reviews Palestine troops; Yugoslav Minister says his people will fight; Greek Ambassador vows Greeks will fight to the last and win; Destroyers agreement signed in London; New 25-ton tank demonstrated; Wood wins Augusta Masters Golf Tournament; Aquatic carnival at Sydney, Australia; Wisconsin co-eds play billiards.

NEWS OF THE DAY (Vol. 12, No. 259)—British rush help for Battle of Balkans; Churchill signs over bases; Axis sabotage in Latin America; Soviet freighter founders in Pacific; Government seeks peace on strike front; Florida air crash; Backyard baseball in New York.

PATHE (Vol. 12, No. 64)—The strike front; Winant and Churchill sign bases pact; Nazi ships afire in Costa Rica, Peru; F. D. R., Jr., called for destroyer duty; Army Day parades in Washington and New York; Russian ship runs aground in storm; Florida airliner crash; Warehouse fire at Washington, D. C.; Backyard baseball in New York; Craig Wood wins Masters' golf crown.

UNIVERSAL (Vol. 13, No. 969)—Army Day parades in New York and Washington; Army tests new 25-ton tank; Alaska airport "chain" begun; Air base pact signed in London; Violence marks Ford strike; Allis-Chalmers strike ends; Florida airliner crash; Nazi warplane here for test; Russian freighter runs aground; Ensign Roosevelt, Jr., on duty; Backyard baseball in New York.

Advance Dope (SB)

BAD MEN OF MISSOURI (WB) **Drama.** Rel. not set. **Principals:** Dennis Morgan, Wayne Morris, Jane Wyman, Arthur Kennedy, Ricardo Cortez. **Plot:** Two brothers, returning home from the Civil War, pursue a career of crime when they discover that all the farms in their district are in the hands of a skinflint banker. They give themselves up after all the liens have been paid. **Director:** Ray Enright.

TUMBLEDOWN RANCH IN ARIZONA (Mono.) **Western.** Rel. April 20. **Principals:** Ray "Crash" Corrigan, John "Dusty" King, Max "Alibi" Terhune, Sheila Darcy. **Plot:** The Range Busters intercept the forced eviction of an old lady from her farm, after she had been tricked into signing a bill of sale so that the railroad may have a right-of-way across her land, by proving the document was a fraud. **Director:** S. Roy Luby.

FLIGHT PATROL (WB) **Drama.** Rel. not set. **Principals:** Ronald Reagan, James Stephenson, Julie Bishop, Olympe Bradna. **Plot:** A young American flier has the cockiness knocked out of him when he flies one of our ships to England and witnesses the suffering there. He joins up, leaves on an important mission and never comes back. **Director:** Lothar Mendes.

EMERGENCY LANDING (Prod.) **Spy.** Rel. May 9. **Principals:** Forrest Tucker, Carol Hughes, Evelyn Brent. **Plot:** A new robot-controlled plane is developed by a test pilot. Foreign agents have tampered with the mechanism, so that it crashes in a test flight, but the inventor tricks the spies and captures them before they can do any more damage. **Director:** William Beaudine.

INVISIBLE GHOST (Mono.) **Mystery.** Rel. April 25. **Principals:** Bela Lugosi, Polly Ann Young, John McGuire, Clarence Muse, Betty Compson. **Plot:** The hypnotic influence a doctor's estranged wife has over him causes him to, unknowingly, commit murder. **Director:** Joseph H. Lewis.

ALOMA OF THE SOUTH SEAS (Para.) In Technicolor. **Drama.** Rel. Aug. 8. **Principals:** Dorothy Lamour, Jon Hall, Lynne Overman, Rita Shaw, Katharine DeMille, Fritz Leiber. **Plot:** The son of an island Chieftain, educated in American Schools, comes back to claim his promised bride and his throne, and finds himself the target of his cousin's jealousy. **Director:** Al Santell.

A GAY VAGABOND (Rep.) **Comedy-Drama.** Rel. not set. **Principals:** Roscoe Karns, Ruth Donnelly, Lynn Merrick, Ernest Truex. **Plot:** Two brothers, one a timid clerk and the other a bold soldier of fortune, are the victims of a merry mixup. The timid fellow's wife is the cause of it all, but when the worm turns, everything ends happily. **Director:** William Morgan.

NIGHT OF JANUARY 16TH (Para.) **Mystery.** Rel. not set. **Principals:** Ellen Drew, Robert Preston, Nils Asther, Don Douglas. **Plot:** A murder is committed in a New York penthouse and a young lady is suspected. With the man who tries to prove her innocent, she becomes a fugitive until the story moves to an unexpected climax in Havana. **Director:** William Clemens.

SHERIFF OF TOMBSTONE (Rep.) **Western.** Rel. not set. **Principals:** Roy Rogers, George "Gabby" Hayes, Elyse Knox. **Plot:** A lawless gang has been preventing gold shipments from going through by stagecoach, in order to bankrupt the owners of the mine. Roy Rogers rounds up evidence to send the gang to prison and then re-establishes law and order. **Director:** Joseph Kane.

Meet Your Exchangemen

Louis J. Michelson (Columbia)

Lou was born and educated in St. John, New Brunswick. He started out in the film business in 1936, joining the Maritime Film Company, distributors of Columbia Pictures for the Maritime Provinces and Newfoundland. Shortly afterwards he was put in charge of advertising for the B & L Theatres operated by the same company. He then advanced himself to the position of assistant booker two years later. He joined Columbia in September, 1940 when the company opened an office in St. John, as branch booker. Lou is only 22 years old.



Sam P. Gorrel (Republic)

Some exchangemen have had other business interests in their lives, but Sam Gorrel has been wedded to the picture business since he was a youngster. He was born in Chicago, but came to Cleveland when still of tender years. After his schooling, he joined Metro subsequently working for Real Art and then Standard. He has been associated with Franchise Holder Nat Lefton for fifteen years, and has been Cleveland branch manager for the past twelve years. Prior to the latter appointment, he sold Republic films in Cleveland and other Ohio towns.



John C. Kemptgen (MGM)

John, who is now MGM's Chicago sales manager, is a native of the Windy City and has served all of his MGM career there. After a brief career with Western Union, he joined the Navy and on his return was a cost accountant for a manufacturer of electric mining locomotives. At 22, he joined Goldwyn as bookkeeper and six months later became cashier. A few years later he was made office manager, which post he held until his promotion last year.



Joseph Solomon (UA)

Joe began his career as a salesman in the ladies' ready-to-wear business. However, he left this line in 1925 and began work as a salesman for Vitagraph. Two years later, he joined Universal as a salesman and the following year he went to United Artists in the Salt Lake City exchange where he has been ever since. That smile in the accompanying picture was not just a camera pose. It's always there according to his co-workers.



Ernest Gibson (UA)

Ernie joined Fox Films in Denver right after he was mustered out of the Army in 1919. Later he was booker and office manager for FBO in Denver and then held the same job with Universal. He began selling in 1928 for Universal in Salt Lake City and switched to United Artists in 1933, where he has been selling ever since. He's still in the Salt Lake City exchange and covers a vast expanse of territory.



Guy Gunderson (UA)

Brought up in South Dakota, Guy spoke only Norwegian and Sioux until he was seven. He became a cowboy and at 21 was an Arizona caballero. Then he took a bookkeeping course and practiced at Electric Film Exchange in Los Angeles. From 1915 to 1918, he was a salesman for Fox and in 1919, joined UA as a booker, being advanced to salesman shortly afterward. His son, Rollin, is a shipping clerk, also in Los Angeles. Guy was given a big party to celebrate his 25th year in the industry.



Edward E. Gruenberg (RKO)

Eddie is a native of Minneapolis, and a veteran salesman. He joined Pathe in 1918, went to FBO in 1923, then to Omaha for Paramount in 1926. Returning to Minneapolis, he joined Universal for a year, then back to FBO for another year, and then to Warner Bros., where he stayed three years. He rejoined Universal and was promoted to branch manager at Sioux Falls until the branch was closed and he was sent to Chicago. He joined RKO in 1926 in Minneapolis and he is still selling the North Dakota exhibitors.



David Korson (Columbia)

Dave started in show business in Wildwood, N. J., as barker for the Little Casino Theatre. In 1913, he joined Universal as shipper and a year later became booker. Then he joined Union Film Exchange and later Mutual. After the war he was with his father in Masterpiece Film Attractions as sales manager. In 1929, he became manager for Talking Picture Epics in Philadelphia and joined Columbia in 1930 as salesman in the New Jersey territory.



Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Charlie Ruggles is working up a comedy routine based on his role in Harry Sherman's deluxe production, "The Parson of Panamint," and plans to make it a part of his act for his forthcoming personal appearance tour of South America.

For the swashbuckling, athletic, adventurous sort of a role that his late father made famous, Douglas Fairbanks, Jr., was signed by Edward Small to star in Alexander Dumas' great novel, "The Corsican Brothers." The picture will be Small's most lavish production on his current United Artists schedule.

Monte Blue and Paul White were added to the cast of "Scattergood Pulls the Strings," second in the series Jerrold T. Brandt is producing for RKO.

Walter Hampden joins Ray Milland, John Wayne, Robert Preston and Lynne Overman in an important role in Cecil B. De Mille's forthcoming Technicolor sea saga, "Reap the Wild Wind," scheduled to go before the Paramount cameras shortly.

Marking his fourth picture in succession starring Wallace Beery, Richard Thorpe, MGM director, has been assigned to "Lazy Bones," which will also initiate Shirley Temple's return to pictures.

Alaine Brandes, one of the featured "Ziegfeld Girls" in the MGM production, has been awarded the feminine lead opposite George Houston in "The Lone Rider Gallops to Glory," Producers Releasing Corp. musical western, now in production.

Alexander Korda announced the signing of the third screen newcomer, Hans Jaray, for an important role in "Illusions," starring Merle Oberon. Jaray takes his place besides Joseph Cotten and George Reeves as three of the four leading men to Miss Oberon in the Duvivier production.

Russell Hayden, formerly of the Hopalong Cassidy series, steps before the cameras in his first appearance in a straight role in Columbia's "One Way Street."

Third member of the original "Dead End Kids" to join the group, Huntz Hall was signed by Producer Sam Katzman as one of Monogram's "East Side Kids." Hall teams with Leo Gorcey and Bobby Jordan, both graduates of the Dead End crowd.

Director Irving Cummings has started shooting on "Belle Starr," 20th Century-Fox' latest Technicolor feature. The cast is headed by Henry Fonda, Randolph Scott, Dana Andrews and Elizabeth Patterson.

Dick Powell has been added to the cast of "Abbott and Costello in the Navy," in which he will portray the role of a radio warbler. The picture, directed by Arthur Lubin, will also feature the Andrews Sisters and Claire Dodd, besides the two comics, Bud Abbott and Lou Costello.

Lynn Merrick will be Don Barry's leading lady in "Kansas Cyclone," which producer-director George Sherman puts before the cameras this week at Republic.

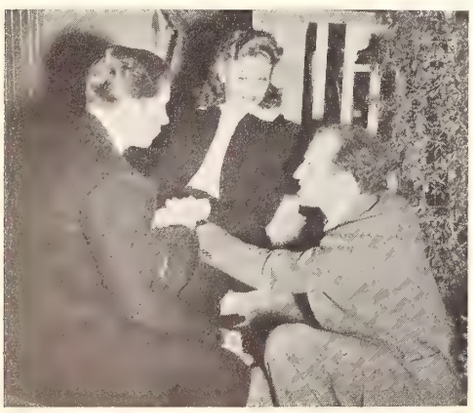
Director Sam Wood has set April 14 as the starting date of "King's Row," his one-picture assignment at Warner Bros. Wood recently completed "The Devil and Miss Jones" for RKO.

Don Castle, following his fine performance in "Power Dive," has been awarded the juvenile lead in Paramount's "World Premiere," now before the cameras with John Barrymore, Frances Farmer and Ricardo Cortez co-starred.

Thomas Mitchell has been signed by RKO to play the title role in "Unexpected Uncle," to be produced late this spring with Tay Garnett directing. Mitchell currently is being featured with Walter Huston, James Craig and Anne Shirley in "The Devil and Daniel Webster," which William Dieterle is producing and directing.

Climaxing a two-month search, Stephens-Lang Productions have signed nine year old soprano Annie Bennett to play the second most important role in the forthcoming Dr. Christian film, "Interlude," starring Jean Hersholt.

Two important additions to the cast of "Heaven Can Wait," Robert Montgomery starring vehicle, were made at Columbia with the signing of Claude Rains and James Gleason to assume featured roles in the picture.



Here's the Way It's Done

Ebullient Garson Kanin discusses a scene with Ginger Rogers and George Murphy before directing them before cameras in Miss Rogers' current RKO-Radio romantic comedy, "Tom, Dick and Harry."



Getting the Low-Down

William J. Gell (left), managing director for Pathe Films, Ltd., Monogram distributors in Great Britain, gives J. A. "Buck" Lewis, STR's Oldtimer, the low-down on conditions in London.

Ratoff Returns for "Tonight"

Returning from New York and the premiere of his picture, "Adam Had Four Sons," Gregory Ratoff reported immediately to Columbia to start preparations on "Tonight Belongs to Us," which he will produce and direct with Loretta Young in the leading role. Ratoff has ordered a camera crew to Sun Valley for background shots.

Young on "Outlaw" Music

Howard Hughes has signed Victor Young to do the musical scoring for his production of "The Outlaw," in which Jane Russell and Jack Beutel, new Hughes discoveries, make their initial starring bids. The film is to be released through 20th Century-Fox.

Brent and Rathbone for "G-Man"

George Brent and Basil Rathbone were signed by Edward Small as the leads in "G-Man Versus Scotland Yard," Small's first production on his new United Artists schedule. Shooting starts April 21, with Tim Whelan directing.

"Mexico Way" Autry Top-Budgeter

Announcement has been made by Republic that "Down Mexico Way" will be a Gene Autry picture produced on a budget of $500,000. It will be one of the most elaborate musical westerns ever made, and the studio is looking around for some top names to support Autry in the picture.

Landers Directs at Columbia

Lew Landers checked in at Columbia for his directorial assignment on "I Was A Prisoner on Devil's Island," which features Sally Eilers and Donald Woods.

HOLLYWOOD STUDIO ROUND-UP

The studios continued their activity in preparation for the new season by putting fourteen new productions in work this week. Columbia heads the list with five pictures started and Republic follows with three. With ten pictures started last week, this makes an imposing list of new product. Production has started on some of the 1941-42 season, though in the case of many companies designations of release dates will determine on which program pictures will be released, so that at present new season pictures cannot all be identified as such.

COLUMBIA

BETTY CO-ED—Principals: Ruby Keeler, Harriett Hilliard, Ozzie Nelson and his band. Director, Edward Dmytryk.

OBITUARY—Principals: Frank Craven, Edgar Buchanan, Eileen O'Hearn, Roger Pryor. Director, Charles Barton.

I WAS A PRISONER ON DEVIL'S ISLAND—Principals: Sally Eilers, Donald Woods, Eduardo Ciannelli. Director, Lew Landers.

BLONDIE IN SOCIETY—Principals: Penny Singleton, Arthur Lake, Larry Simms, Daisy. Director, Frank R. Strayer.

ONE WAY STREET—Principals: Anita Louise, Russell Hayden, Noah Beery, Jr., Dick Purcell. Director, Robert Florey.

PARAMOUNT

HENRY FOR PRESIDENT—Principals: Jimmy Lydon, Charlie Smith, Mary Anderson, June Preisser, Martha O'Driscoll. Director, Hugh Bennett.

PRODUCERS

LONE RIDER GALLOPS TO GLORY—Principals: George Houston, Alaine Brandes, Al St. John. Director, Sam Newfield.

RKO-RADIO

TIM HOLT No. 5—Principals: Tim Holt, Marjorie Reynolds, Ray Whitley, Emmett Lynn. Director, Edward Killy.

REPUBLIC

THUNDER OVER THE OZARKS—Principals: Weaver Brothers and Elviry, Betty Jane Rhodes, John Archer. Director, Nick Grinde.

ANGELS WITH BROKEN WINGS—Principals: Binnie Barnes, Gilbert Roland, Jane Frazee, Mary Lee, Leni Lynn. Director, Bernard Vorhaus.

KANSAS CYCLONE—Principals: Don Barry, Lynn Merrick. Producer-Director, George Sherman.

20TH-CENTURY-FOX

BELLE STARR (Tech.)—Principals: Henry Fonda, Randolph Scott, Dana Andrews, Elizabeth Patterson. Director, Irving Cummings. 1941-42

UNIVERSAL

TOO MANY BLONDES—Principals: Rudy Vallee, Helen Parrish, Lon Chaney, Jr., Eddie Quillan. Director, Thornton Freeland.

IN THE NAVY—Principals: Abbott & Costello, Andrews Sisters, Claire Dodd, Dick Powell. Director, Arthur Lubin.

"Caught in the Draft" Preview at Camp Ord

Paramount announced the first motion picture press preview to be held in a military camp when "Caught in the Draft," latest Bob Hope-Dorothy Lamour comedy, is shown at Fort Ord, on May 2.

The Hollywood press contingent, augmented by approximately 30 famous screen personalities, will make the trip in a special train. The preview will be unique in that, instead of Hollywood putting on the show for the army, the army will put on the show for the Hollywood stars and newspaper representatives.

Bob Hope, Dorothy Lamour, Lynne Overman, Eddie Bracken, Phyllis Ruth, Paul Hurst and Clarence Kolb, all of whom have important roles in "Caught in the Draft" will head the contingent from Hollywood.

"He's My Uncle" Set For May 1 Start

Columbia's "He's My Uncle," forthcoming filmusical which, because of its army camp background, promises to be one of the season's most timely productions, has been set to go before the cameras on May 1.

The picture will co-star Fred Astaire and Rita Hayworth, under the direction of Sidney Lanfield. Robert Alton, noted New York dance director, will handle the film's specialty numbers, and the production will be highlighted by seven original songs by Cole Porter, who now is in Hollywood completing the numbers. Sam Bischoff will be its producer.

Astaire is working daily on the development of his routines with Miss Hayworth, who abandoned a dancing career as Rita Cansino to seek screen fame and has danced little before the cameras. She will appear with Astaire in three dancing specialty numbers.

"Victory" Ready to Roll

Reinhold Schunzel, preparing to direct "Strange Victory" for Sol Lesser, has ordered construction of several miniature sets of the production so that he can plan camera angles and production design before the cameras actually turn. The picture, second on Lesser's United Artists schedule, will star Martha Scott.

Oakie Rehearses

Although "Navy Blues" will not go before the cameras for another week, Jack Oakie has already reported to Warner Bros. and has begun rehearsals of the song and dance routines in the picture. In addition to Oakie, the film stars Ann Sheridan, Eddie Albert and Jack Haley, and features Martha Raye. Lloyd Bacon directs.

Wood Makes Another Deal

Marking his second releasing deal within a week, Sam Wood has signed with Paramount, to make one picture a year for three years, similar to his agreement with RKO. It is also reported that Wood may do a picture for United Artists. His first picture under the Paramount contract will be "Miss Susie Slagle's," which will go before the cameras immediately following his current assignment.

O'Keefe Gets New RKO Deal

Dennis O'Keefe, popular stage and screen leading man, has been signed to a long-term contract by RKO. O'Keefe played the role of Kay Kyser's business manager in both of the noted band leader's pictures, "That's Right, You're Wrong" and "You'll Find Out."

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Things are perking up at the studios, with fourteen new pictures getting the "go" signal this week. Columbia leads the list with five, followed by three at Republic, and two at Universal. At the present writing, fifty-two features are before the cameras, as compared to thirty-seven, at the same time last year.

That luncheon the MGM gang threw to honor Father Flanagan of Boys Town, will do more for the motion picture industry than all the good-will trips put together. We're tickled pink we were asked to attend.

According to the Warner Bros. blurbmen, "Underground" will have its world premiere at the Carlsbad Caverns in New Mexico the latter part of May. The idea of the spot picked, is to fit the picture's title, but we still think it would save a lot of time and money if they just dug a cellar under one of their sound stages.

Universal's "Buck Privates" is headed for the biggest gross of any picture produced by the studio in years, which should give some of the other producers an idea of what the public wants. Incidently, the Abbott-Costello team is RED HOT at present, and the studio is smart enough to cash in on it.

Edward H. Griffith, Paramount producer-director, is looking for an island for his forthcoming production, "Dildo Cay." If you have one lying around, please get in touch with Mr. Griffith, or Dave Epstein, his press agent.



A Fair Day's Accomplishment

Barbara Britton is a little bewildered at the end of a perfect day. She signed a long term contract with Paramount, visited the set of "The Great Man's Lady," where she had the above picture made with Joel McCrea and Director William A. Wellman, and started tests for Cecil B. DeMille's forthcoming "Reap the Wild Wind." She was seen in a school play at Long Beach, Calif., her home town.

Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
Hell's Crossroads (D)A (Former title "Our Daily Bread")	Tom Keene-John Qualen		8/2/40	Reissued
Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1037	Girls of the Road (D)A	Ann Dvorak-Helen Mack-L. Lane	61	6/20/40	b7/27/40
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
	I Married Adventure (T)F	Travelogue Feature	78	7/24/40	b8/3/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1036	Mad Men of Europe (War)F	Edmund Gwenn-Mary Maguire	72	6/3/40	b5/25/40
1038	Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1021	Out West with the Peppers (CD)F	Edith Fellows-Dorothy Peterson	62	6/30/40	b7/20/40
1028	Passport to Alcatraz (Spy)A	Jack Holt-Cecelia Callejo	60	6/6/40	b5/25/40
1214	Return of Wild Bill (W)F	Bill Eliott-Iris Meredith	60	6/27/40	b7/13/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	all/16/40
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2824	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F (Revieved as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay		3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	a10/26/40

Coming 1940-41

	Betty Co-Ed	Ruby Keeler-Harriet Hilliard		In Prod.
	Big Boss (D) (Former title "Chain Gang")	Otto Kruger-Gloria Dickson	4/28/41	a3/15/41
	Blondie in Society	Penny Singleton-Arthur Lake		In Prod.
2215	Hands Across the Rockies (W)	Bill Elliott-Dub Taylor		In Prod.
	Her First Beau (C)	Jane Withers-Jackie Cooper	5/8/41	a3/15/41
	I Was a Prisoner on Devil's Island	Sally Eilers-Donald Woods		In Prod.
	Naval Academy (CD)	Jimmy Lydon-Fred. Bartholomew	5/22/41	a3/15/41
	Obituary	Frank Craven-Edgar Buchanan		In Prod.
	Otticer and the Lady	Rochelle Hudson-Bruce Bennett		In Prod.
	One Way Street	Anita Louise-Russell Hayden		In Prod.
	Penny Serenade (C)	Irene Dunne-Cary Grant	4/24/41	a12/21/40
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles	5/7/41	In Prod.
	Senate Page Boys (D)	Herbert Marshall-Virginia Bruce	5/30/41	a3/15/41
	She Knew All the Answers(D)	Franchot Tone-Joan Bennett	5/15/41	a3/29/41
	They Dare Not Love (D)	Martha Scott-George Brent	4/30/41	a2/22/41
	Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane		a3/15/41
	Under Age (D)	Nan Grey-Alan Baxter-Tom Neal	4/17/41	a3/15/41

DISNEY

Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
42	Captain Is A Lady (C)F	Coburn-Billie Burke-B. Bondi	65	6/21/40	b6/29/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
41	Mortal Storm (D)F	Margaret Sullavan-Jas Stewart	100	6/14/40	b6/15/40
31	New Moon (D)F	Jeanette MacDonald-Nelson Eddy	102	6/28/40	b6/15/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44	Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
39	Susan and God (C)A	Joan Crawford-Fredric March	117	6/7/40	b6/8/40
45	We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

MGM

Current 1940-41

			Mins.	Rel. Date	See Issue of
126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108	Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90	2/14/41	b2/15/41
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
102	Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40

Coming 1940-41

	Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan	6/6/41	a2/1/41
	Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)		a3/29/41
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman		a3/29/41
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern		a3/22/41
	Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter	5/9/41	a3/29/41
	Man From the City	Virginia Weidler-Robt. Sterling		In Prod.
	Marx Bros. (Untitled) (F)	Marx Bros.-Virginia Grey		In Prod.
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
	People vs. Dr. Kildare (D)	Lew Ayres-Lionel Barrymore	5/2/41		In Prod.
	Uniform, The (D)	Clark Gable-Rosalind Russell			a3/29/41
131	Washington Melodrama (My)	Frank Morgan-Ann Rutherford	4/18/41		a3/22/41
	Woman's Face (D)	Joan Crawford-Melvyn Douglas	5/23/41		a3/29/41
130	Ziegfeld Girl (Mu)	Stewart-Garland-Lamarr-Martin	4/25/41		a1/18/41

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
	Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
	Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
	Last Alarm (D)F	Warren Hull-Polly Ann Young	61	6/25/40	b7/6/40
	Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
	On the Spot (D)F	Frankie Darro-Mary Kornman	61	6/11/40	b6/8/40
	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
	Riders From Nowhere (W)	Jack Randall-Margaret Roach	45	6/6/40	a4/27/40
	Up in the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40
	Wild Horse Range (W)F	Jack Randall	53	6/25/40	b6/22/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
	Break the News (M)	Maurice Chevalier-Jack Buchanan	75	4/10/41	Reissued
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)	Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		2/10/41	a1/11/41
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
	Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
	You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	Hoosier Schoolboy	Mickey Rooney	4/17/41	Reissued
	Human Ghost	Kenneth Kent-Judy Kelly	5/7/41	Not Rev.
	Invisible Ghost	Bela Lugosi-Polly Ann Young	4/25/41	a4/12/41
	King of Zombies	John Archer-Mantan Moreland	5/25/41	In Prod.
	Pioneers, The (W)	Tex Ritter-Slim Andrews	5/10/41	In Prod.
	Redhead	June Lang, Johnny Downs	5/14/41	In Prod.
	Roar of the Press (My) (Former title "Widows of the Press")	Jean Parker-Wallace Ford	4/30/41	a3/29/41
	Tumbledown Ranch in Arizona (W)	Range Busters	4/20/41	a4/12/41

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3938	Ghost Breakers (MyC)F	Bob Hope-Paulette Goddard	78	6/21/40	b6/8/40
3942	Golden Gloves (D)A	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3958	Hidden Gold (W)F	Wm. Boyd-Russell Hayden	61	6/7/40	b5/18/40
3943	Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3939	Queen of the Mob (G)A	Jean Cagney-Richard Denning	60	6/28/40	b6/29/40
3937	Safari (D)F	Madeleine Carroll-Fairbanks, Jr.	86	6/14/40	b6/8/40
3959	Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3941	Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940	Way of All Flesh (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41

			Mins.	Rel. Date	See Issue of
4009	Arise, My Love (CD)	A..... Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4005	Cherokee Strip (W)	F..... Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)	F..... Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4006	Dancing on A Dime (MC)	F..... Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)	F..... Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)	F..... Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)	A..... Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4016	Life With Henry (C)	F..... Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4021	Lady Eve (D)	F..... Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)	F..... Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)	F..... Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)	F..... Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)	A... Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)	A..... D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)	F. J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4004	Quarterback (CD)	F..... Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)	F..... MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4025	Road to Zanzibar (CM)	F..... Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)	F..... Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4001	Rhythm on the River (M)	F... Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)	F..... Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)	F..... J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4050	Three Men From Texas (W)	F. William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)	A..... Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)	F..... Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)	A..... Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)	F..... Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming 1940-41

	Aloma of the South Seas (D)	.Dorothy Lamour-Jon Hall (Tech.)	8/8/41		a4/12/41
4053	Border Vigilantes (W)	F..... Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
	Buy Me That Town	.Lloyd Nolan-Constance Moore			In Prod.
	Caught in the Draft (C)	.Bob Hope-Dorothy Lamour	5/30/41		a3/1/41
	Great Man's Lady (D)	.Barbara Stanwyck-Joel McCrea (Former title "Pioneer Woman")			a3/22/41
	Henry for President	.Jimmy Lydon-Mary Anderson			In Prod.
	Hold Back the Dawn (D)	.Chas. Boyer-Olivia de Havilland			a3/22/41
	I Wanted Wings (D)	F..... Brian Donlevy-Ray Milland	130		b3/29/41
	Kiss the Boys Goodbye (CM)	.D. Ameche-M. Martin-O. Levant	7/4/41		a3/8/41
	New York Town	.Mary Martin-Fred MacMurray	7/25/41		a11/30/40
	Night of Jan. 16th (My)	.Ellen Drew-Robt. Preston			a4/12/41
	Nothing But the Truth	.Bob Hope-Paulette Goddard			In Prod.
	One Night in Lisbon (CD)	.Madeleine Carroll-Fred MacMurray	5/16/41		a2/8/41
	Parson of Panamint	.Charles Ruggles-Ellen Drew	6/27/41		In Prod.
	Pirates on Horseback (W)	.Wm. Boyd-Russell Hayden	6/6/41		a1/25/41
4026	Power Dive (D)	F..... Richard Arlen-Jean Parker	68	4/25/41	b4/12/41
4027	Reaching for the Sun (CD)	A. Joel McCrea-Ellen Drew	88	5/3/41	b4/12/41
	Shepherd of the Hills (D)	.John Wayne-Betty Field (Tech.)	6/13/41		a11/9/40
	Skylark (CD)	.Claudette Colbert-Ray Milland			a3/1/41
4021	There's Magic in Music (Mu)	F. Allan Jones-Susanna Foster (Reviewed as "Hard Boiled Canary")	80	5/9/41	b3/1/41
	West Point Widow (CD)	.Ann Shirley-Richard Carlson	7/25/41		a3/22/41
	Wide Open Town (W)	.William Boyd-Russell Hayden			a3/1/41
	World Premiere	.John Barrymore-Frances Farmer			In Prod.

Coming 1941-42

	Mr. Bug Goes to Town	.Tech. Cartoon Feature		In Prod.

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	.Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice (W)	.Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	.Bob Steele	55	9/30/40	Not Rev.
157	Billy the Kid Outlawed (W)	.Bob Steele	55	7/20/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)	F..... Bob Steele	62	4/18/41	b4/12/41
160	Billy the Kid's Range War (W)	.Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)	.Henry Armetta	62	1/17/41	Not Rev.
105	Devil Bat (My)	.Bela Lugosi	69	12/13/40	Not Rev.
	Emergency Landing (Spy)	.Carol Hughes		5/9/41	In Prod.
108	Federal Fugitives (Spy)	.Neil Hamilton		3/28/41	a3/29/41
151	Frontier Crusader (W)	.Tim McCoy	64	6/1/40	Not Rev.
152	Gun Code (W)	.Tim McCoy	55	8/3/40	Not Rev.
102	Hold That Woman (C-D)	F.... James Dunn-Frances Gifford	66	6/28/40	b8/3/40
104	Misbehaving Husbands (C)	F.. Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	.George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	.George Houston		2/28/41	Not Rev.
	Lone Rider Gallops to Glory	.Geo. Houston-Alaine Brandes			In Prod.
103	Marked Men (D)	.Warren Hull-Isabel Jewell		8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)	F..... Tim McCoy	53	3/7/41	b3/1/41
154	Riders of Black Mountain (W)	.Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)	F..... Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)	.Roger Pryor-Virginia Vale		4/25/41	a3/29/41

R.K.O.-RADIO

Current 1939-40

35	Anne of Windy Poplars (D)	F. Anne Shirley-James Ellison	89	6/28/40	b6/22/40
39	Cross Country Romance (C)	F.. Gene Raymond-Wendy Barrie	66	7/12/40	b6/29/40
40	Dance, Girl, Dance (D)	A..... Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
36	Dr. Christian Meets the Women (D)	F..... Jean Hersholt-Dorothy Lovett	63	7/5/40	b6/29/40
38	Lucky Partners (C)	A..... Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
37	Millionaires In Prison (D)	A.. Lee Tracy-Linda Hayes	62	7/26/40	b6/29/40
42	One Crowded Night (D)	A..... Billie Seward-Don Costello	66	8/9/40	b8/3/40
34	Pop Always Pays (C)	F..... Leon Errol-Dennis O'Keefe	66	6/21/40	b6/22/40
84	Prairie Law (W)	F..... Geo. O'Brien-Virginia Vale	62	6/7/40	b6/22/40
61	Queen of Destiny (B)	F..... Neagle-Walbrook (Tech.) (Reviewed as "Sixty Glorious Years")	90	8/2/40	b10/29/38
33	Saint Takes Over (MyC)	F.... Geo. Sanders-Wendy Barrie	60	6/7/40	b4/27/40
85	Stage to Chino (W)	F..... George O'Brien	59	7/26/40	b7/27/40
41	Stranger on the Third Floor (D)	A..... Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
29	Tom Brown's Schooldays (D)	F. Jimmy Lydon-Hardwicke	84	7/19/40	b6/22/40
86	Triple Justice (W)	F..... Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)	F..... Fay Wray-Charles Lang	62	8/23/40	b8/17/40

Current 1940-41

183	Along the Rio Grande (W)	F.. Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
161	Convoy (War)	F..... Clive Brook-John Clements	89	1/3/41	b12/7/40
122	Devil and Miss Jones (D)	F... Jean Arthur-Chas. Coburn	92	4/11/41	b4/5/41
102	Dreaming Out Loud (C)	F..... Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
182	Fargo Kid (W)	F..... Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)	F..... Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
120	Girl, A Guy and A Gob (C)	F. Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)	F..... Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)	A..... Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)	F..... Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)	F.... Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)	F..... Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
110	Little Men (D)	F..... Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)	F... Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)	A..... Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)	A..... Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)	F..... Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)	A..... Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)	F.. March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)	F..... Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
125	Repent at Leisure (C-D)	.Kent Taylor-Wendy Barrie		4/4/41	a3/1/41
123	Scattergood Baines (C)	F..... Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41

R.K.O.-RADIO

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
116	Saint in Palm Springs (MyC)	F. George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
104	They Knew What They Wanted (D)	A..... Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)	A..... Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her (C)	F. Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)	F..... Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)	F... Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

Coming 1940-41

	Bambi	.Disney Cartoon Feature			In Prod.
	Before the Fact (D)	.Cary Grant-Joan Fontaine			a3/22/41
118	Citizen Kane (D)	A..... Orson Welles-Dorothy Comingore	120		b4 12/41
	Devil and Daniel Webster	.Thomas Mitchell-Walter Huston			In Prod.
129	Hurry, Charlie, Hurry (C)	.Leon Errol-Mildred Coles			a4/5/41
124	Melody for Three (D)	F..... Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
	My Life With Caroline	.Ronald Colman-Anna Lee			In Prod.
	Parachute Battalion	.Robert Preston-Nancy Kelly			In Prod.
	Reluctant Dragon	.Benchley and Cartoon Characters			In Prod.
184	Robbers of the Range (W)	F.. Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
	Scattergood Pulls the Strings (CD)	.Guy Kibbee		5/23/41	In Prod.
	Sunny (Mu)	.A. Neagle-J. Carroll-R. Bolger		5/30/41	In Prod.
128	They Met in Argentina (MD)	.Ellison-O'Hara-Ebsen		4/25/41	a2/15/41
126	Tom, Dick and Harry (C)	.Ginger Rogers-Geo. Murphy		6/13/41	a3 29/41
	Untitled Western	.Tim Holt-Marjorie Reynolds			In Prod.

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)	F..... Gene Autry-Burnette-June Storey	65	7/15/40	b7/20/40
955	Carson City Kid (W)	F..... Roy Rogers-"Gabby" Hayes	57	7/1/40	b6/22/40
924	Earl of Puddlestone (C)	F..... The Gleasons	66	5/10/40	b5/18/40
904	Girl From God's Country (D)	F. Chester Morris-Chas. Bickford	75	7/30/40	b7/27/40
908	Grand Ole Opry (C)	F..... Weaver Bros. & Elviry	68	6/25/40	b7/13/40
992	One Man's Law (W)	F..... Don Barry-Janet Waldo	57	6/29/40	b7/13/40
956	Ranger and the Lady (W)	F... Roy Rogers-George Hayes	59	7/30/40	b7/27/40
909	Scatterbrain (C)	F..... Judy Canova-Alan Mowbray	73	7/20/40	b7/13/40
910	Sing, Dance, Plenty Hot (M)	F. Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40
903	Three Faces West (D)	F..... J. Wayne-Sigrid Gurie-C. Coburn (Reviewed as "The Refugee")	81	7/12/40	b6/22/40
907	Wagons Westward (D)	F..... Chester Morris-Anita Louise	69	6/19/40	b6/29/40
902	Women in War (D)	F..... Elsie Janis-Wendy Barrie	71	6/6/40	b6/1/40

Current 1940-41

10	Arkansas Judge (C)	F..... Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)	F... Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)	F..... Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)	F..... Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)	F..... Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)	F..... Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)	F..... Roy Rogers-George Hayes	57	9/15/40	b9/7/40
7	Friendly Neighbors (C)	F..... Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)	F..... Don Barry-Betty Moran	57	10/10/40	b10/12/40
17	Girl From Havana (D)	A..... Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)	F... Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)	F... Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)	F..... Roy Rogers-G. "Gabby" Hayes	58	3/28/41	b4/12/41
64	Lone Star Raiders (W)	F..... Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)	A..... John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)	F..... Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)	F... Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)	F..... Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (CD)	F.. Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5/41
61	Oklahoma Renegades (W)	F.... Three Mesquiteers	57	8 29 40	a8/17/40
66	Pals of the Pecos (W)	Three Mesquiteers		4/8/41	a3/15/41
20	Petticoat Politics (C)	F..... Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)	F..... Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)	F..... Three Mesquiteers	58	2/16/41	b2/22/41
43	Ride, Tenderfoot, Ride (MW)	F. Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)	F. Gene Autry-Smiley Burnette	79	1/24/41	b2/1/41
54	Robin Hood of the Pecos (W)	F. Roy Rogers-George Hayes	59	1/14/41	b1/18/41
2	Sis Hopkins (CM)	F..... Judy Canova-Bob Crosby	98	4/12/41	b4/12/41
73	Texas Terrors (W)	F..... Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)	F..... Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)	F..... Don "Red" Barry	57	8/16/40	b8/3/40
76	Two-Gun Sheriff (W)	.Don "Red" Barry-Lynn Merrick		4/10/41	a3/15/41
62	Under Texas Skies (W)	F..... Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)	A..... John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)	F..... Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)	F..... Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

	Angels With Broken Wings	.Binnie Barnes-Gilbert Roland		In Prod.
	Country Fair	.Lulu Belle-Scotty		a4/12/41
	Gay Vagabond, A (CD)	.Ruth Donnelly-Roscoe Karns		a4/12/41
	Kansas Cyclone (W)	.Don Barry-Lynn Merrick		In Prod.
	Lady From Louisiana	.Ona Munson-John Wayne (Former title "Lady From New Orleans")	4/28/41	a3/15/41
13	Rookies on Parade (CM)	.Bob Crosby-Ruth Terry	4/17/41	a3/15/41
	Sheriff of Tombstone (W)	.Roy Rogers-George "Gabby" Hayes		a4/12/41
	Singing Hill, The (MW)	.Gene Autry-Smiley Burnette		a3/29/41
	Thunder Over the Ozarks	.Weaver Bros. & Elviry		In Prod.

20TH CENT.-FOX

Current 1939-40

48	Charlie Chan's Murder Cruise (My)	F..... Sidney Toler-Marjorie Weaver	75	6 21 40	b5/11/40
34	Earthbound (D)	A..... Warner Baxter-Andrea Leeds	67	6/7/40	b6/8/40
47	Four Sons (D)	A..... Ameche-Leontovitch-Alan Curtis	89	6/14/40	b6/1/40
49	Lucky Cisco Kid (W)	F..... Cesar Romero-Mary Hughes	68	6/28/40	b6/1/40
46	Manhattan Heartbeat (D)	F... Virginia Gilmore-Joan Davis	72	7/12/40	b6/8/40
50	Maryland (Tech.) (B)	F..... B. Joyce-Payne-Brennan	92	7/19/40	b7/6/40
52	Sailor's Lady (C)	F..... Nancy Kelly-Jon Hall	66	7/5/40	b7/6/40

Current 1940-41

107	Brigham Young, Frontiersman (PD)	A..... Tyrone Power-Linda Darnell	112	9/27/40	b8 31/40
123	Chad Hanna (D) (Tech.)	A.... Henry Fonda-Linda Darnell	88	12 27 40	b12/14/40
110	Charlie Chan at the Wax Museum (My)	F..... Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)	F..... Sidney Toler	70	12/6/40	b11 23 40
136	Dead Men Tell (My)	F..... Lynn Bari-Lloyd Nolan	61	3 28 41	b3 29 41
113	Down Argentine Way (M)	F... Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)	F..... G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
108	Gay Caballero (W)	F..... Cesar Romero-Betty McLaughlin	57	10/4/40	b9 28 40
104	Girl From Avenue A (C)	F.... Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)	F..... Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)	F..... Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
111	Great Profile (C)	A..... John Barrymore-Mary Hughes	70	10 25 40	b8/17/40
115	Hudson's Bay (PD)	F..... Paul Muni-Gene Tierney	94	1/3/41	b12 28 40
122	Jennie (D)	F..... Doris Bowden-Geo. Montgomery	78	12 20 40	b12/7/40
101	Man I Married (D)	A..... Joan Bennett-Francis Lederer	76	8 2 40	b7 20 40
117	Mark of Zorro (D)	F..... Tyrone Power-Linda Darnell	92	11 8 40	b11 9 40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A	Margaret Lockwood-Rex Harrison (Reviewed as "In Disguise")	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

143	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell		5/30/41	a3/15/41
	Bride Wore Crutches (C-D)F	Lynne Roberts-Ted North	59	6/27/41	b7/27/40
141	Cowboy and the Blonde (CD)	Mary Beth Hughes-G. Montgomery		5/16/41	a3/15/41
	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	a8/17/40
140	Great American Broadcast (MD)	Alice Faye-John Payne-Jack Oakie		5/9/41	a3/1/41
	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12/41
	Inspector Hornleigh Goes to It	Alastair Sim-Gordon Harker		4/25/41	Not Rev.
	Man Hunt	Walter Pidgeon-Joan Bennett		6/20/41	In Prod.
	Man With the Shovel	Geo. Montgomery-Osa Massen		7/11/41	In Prod.
	Miami (Tech.)	Don Ameche-Betty Grable		7/4/41	In Prod.
135	Outlaw, The	Walter Huston-Thos. Mitchell		5/2/41	In Prod.
	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
	Very Young Lady (C)	Jane Withers-Nancy Kelly		6/13/41	a3/8/41

Coming 1941-42

Belle Starr (Tech.)	Henry Fonda-Randolph Scott		In Prod.
Sun Valley	Sonja Henie-John Payne-M. Berle		In Prod.

UNITED ARTISTS

Current

Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40		b10/19/40
Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40		b8/3/40
Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41		b1/18/41
Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40		b8/17/40
Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41		b10/19/40
Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40		b8/31/40
Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40		b10/12/40
Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40		b7/27/40
Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41		b4/5/41
Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41		b1/11/41
So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41		b1/25/41
Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41		b12/7/40
South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40		b7/20/40
Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40		b10/19/40
Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41		b3/15/41
Turnabout (C)A	Carole Landis-Hubbard-Menjou	83	5/17/40		b5/4/40
Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40		b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe			a3/1/41
Major Barbara	Wendy Hiller-Robert Morley			Coming
New Wine (MD)	Ilona Massey-Binnie Barnes			a3/8/41
That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	a3/29/41
That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41

UNIVERSAL

Current 1939-40

4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4037	I Can't Give You Anything But Love, Baby (C)F	Peggy Moran-Johnny Downs	61	6/21/40	b5/11/40
4036	Love, Honor, and Oh Baby (C)F	Wallace Ford-Kathryn Adams	60	6/7/40	b6/8/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4008	Sandy Is A Lady (C)F	Sandy-Mischa Auer-Nan Grey	64	6/14/40	b5/25/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

	Black Cat (My)	Hugh Herbert-Broderick Crawford		5/2/41	a3/8/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot		4/25/41	a2/15/41
	Hello Sucker	Hugh Herbert-Peggy Moran			In Prod.
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	In the Navy (MyC)	Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.
	Men of the Timberlands	Richard Arlen-Andy Devine			In Prod.
	Model Wife (C-D)	Joan Blondell-Dick Powell		4/18/41	a2/8/41
	Mutiny in the Arctic (A)	Richard Arlen-Andy Devine		4/18/41	a4/5/41
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/18/41	a4/5/41
	Tight Shoes	Brod Crawford-Ann Gwynne		6/13/41	In Prod.
	Too Many Blondes	Rudy Vallee-Helen Parrish			In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery		8/15/41	a3/8/41

Coming 1941-42

Oh, Charlie (MyC)	Abbott & Costelle—Evelyn Ankers	a2/22/41
Sing Another Chorus	Johnny Downs-Jane Frazee	In Prod.

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
405	Brother Orchid (GC)F	E. G. Robinson-Sothern-Bellamy	90	6/8/40	b6/1/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
473	Fugitive From Justice (G)A	Roger Pryor-Lucille Fairbanks	53	6/15/40	b6/8/40
424	Gambling on the High Seas (G)F	Wayne Morris-Jane Wyman	58	6/22/40	b2/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b6/29/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40

Current 1940-41

570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark (My-C)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
	Great Lie (D)F	Bette Davis-Geo. Brent	95	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
525	Here Comes the Navy (C)F	James Cagney-Pat O'Brien	86	12/21/40	Reissue
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Haviland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My) (Former title "Murder on the Second Floor")	Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40

Coming 1940-41

	Affectionately Yours (C)	Merle Oberon-Dennis Morgan		5/10/41	a2/8/41
	Bad Men of Missouri (DD)	Dennis Morgan-Wayne Morris			a4/12/41
	Bride Came C.O.D. (C-D)	Bette Davis-James Cagney			a2/15/41
	Dive Bomber (Tech.)	Errol Flynn-Fred MacMurray			In Prod.
	Flight Patrol (D)	James Stephenson-Ronald Reagan			a4/12/41
	Gentle People (D)	Ida Lupino-John Garfield			a3/8/41
	Highway West (D)	Brenda Marshall-Olympe Bradna			a3/1/41
	Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt			a1/25/41
	Man Power	Marlene Dietrich-George Raft			In Prod.
	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123		b3/15/41
	Million Dollar Baby (CD) (Former title "Miss Wheelwright Discovers America")	Priscilla Lane-Ronald Reagan		5/31/41	a2/1/41
	Nurse's Secret (My)	Lee Patrick-Regis Toomey		5/24/41	a3/8/41
	Passage From Hong Kong(My)	Keith Douglas-Lucille Fairbanks			a3/29/41
	Sergeant York	Gary Cooper-Joan Leslie			a3/29/41
	Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson			a2/1/41
	Singapore Woman (D)	Brenda Marshall-David Bruce		5/17/41	a2/1/41
	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
	Thieves Fall Out (C) (Former title "Thirty Days Hath September")	Eddie Albert-Joan Leslie		5/3/41	a2/8/41
	Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			a3/1/41
	Underground (D)	Jeffrey Lynn-Karen Verne			a3/22/41
	Wagons Roll at Night (D) (Former title "Carnival")	Humphrey Bogart-Sylvia Sidney		4/26/41	a11/2/40

MISCELLANEOUS

Adolescence (D)A	Leon Janney-Eleanor Hunt		80	Select	b12/21/40
Face at the Window (My)A	Tod Slaughter-Marjorie Taylor		65	Ziehm	b10/19/40
King of the White Elephants (PD)F	Siamese cast		66	Pridi	b4/5/41
Leopard Men of Africa (T)A	Natives and animals		65	Select	b7/6/40
Let George Do It (C)F	Geo. Formby-Phyllis Calvert		72	Film All	b10/26/40
Lilac Domino (Mu)F	Michael Bartlett-June Knight		95	Select	b12/14/40
Mad Youth (D)A	Mary Ainslee-Betty Compson		60	Atlas	b5/25/40
Merry Wives (Czech) (H-D)A	Czech cast		80	Lloyd	b2/1/41
Murder in the Night (D)A	Jack LaRue-Sandra Storme		58	Film All	b7/20/40
Overnight (D)F	Robert Donat-Pearl Argyle		66	Mundus	b6/8/40
Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr		70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks.	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday.	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit.	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues		16½	Not Rev.
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife.	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights		10	Not Rev.
2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2505	Helping Paw	Amusing	7	2/ 1/41
2507	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West		10	Not Rev.
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2604	So You Think You Know Music No. 1		10	Not Rev.
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home		10	Not Rev.
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41

STOOGE COMEDIES (8)

2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

COLUMBIA 1940-41 (Cont.)

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941		10	Not Rev.
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer		11	Not Rev.
2801	Master of Cue	Billiard Fans.	10	10/12/40
2805	Splits, Spares and Strikes.	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chuckleseme	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	7/ 6/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106	Stuffie	Swell	11	3/ 9/40
S-105	What's Your I.Q.?	Good	7½	3/ 9/40
S-109	What's Your I.Q.? No. 2.	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

F-141	Day of Rest	Funny	10	10/28/39
F-144	Home Movies	A Howl	9	3/ 9/40
F-142	See Your Doctor	Very Funny	8	12/23/39
F-143	That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

X-151	Flag Speaks	A Must	19	3/ 9/40
X-80	Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

T-59	Calling on Colombia	Standard	8	4/27/40
T-51	Day on Treasure Island	Colorful	10	9/ 9/39
T-55	Land of Alaska Nellie	Good	10	1/27/40
T-61	Modern New Orleans	Interesting	9	6/ 1/40
T-52	Natural Wonders of Washington State	Okay	10	10/28/39
T-57	Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56	Old Natchez	Good	9	2/ 3/40
T-53	Quaint St. Augustine	Charming	9	11/25/39
T-58	Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60	Sitka and Juneau	Interesting	9	4/27/40
T-62	Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54	Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

		Comment	Running Time	Reviewed Issue Of
		CARTOONS (18) (Tech.)		
W-243	Abul the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-241	Lonesome Stranger	Excellent	9	12/ 7/40
W-242	Mrs. Ladybug	Excellent	8	1/ 4/41
W-244	Prospecting Bear	Funny	9	4/ 5/41
		CRIME DOESN'T PAY (6)		
P-201	Eyes of the Navy	Excellent	22	10/19/40
P-204	Forbidden Passage	Tops	21	3/ 1/41
P-203	Respect the Law	Very Good	20	2/ 1/41
P-202	You the People	Excellent	21	1/ 4/41
		MINIATURES (10)		
M-232	Great Meddler	Very Good	10	1/ 4/41
M-233	Happiest Man on Earth	Unusual	10	2/ 1/41
M-234	More About Nostradamus	Timely	11	2/22/41
M-231	Rodeo Dough	Very Good	10	12/ 7/40
		OUR GANG (9)		
C-296	Baby Blues	Very Good	10	4/ 5/41
C-295	Fightin' Fools	Good Fun	10	2/ 1/41
C-293	Goin' Fishin'	Standard	10	11/ 9/40
C-291	Good Bad Boys	Good	11	9/ 7/40
C-294	Kiddie Cure	Good Gang	11	12/ 7/40
C-292	Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297	Ye Olde Minstrels	Poor	11	4/ 5/41
		PASSING PARADE (9)		
K-281	American Spoken Here	Excellent	10	12/ 7/40
K-283	More Trifles of Importance	Excellent	11	4/ 5/41
K-282	Whispers	Excellent	10	2/22/41
		PETE SMITH SPECIALTIES (14)		
S-266	Memory Tricks	Amusing	9	4/ 5/41
S-264	Penny to the Rescue	Excellent	10	2/ 1/41
S-261	Quicker'n a Wink	Excellent	10	11/ 9/40
S-265	Quiz Biz	Entertaining	10	2/22/41
S-263	Sea For Yourself	Holds Interest	10	1/ 4/41
S-262	Wedding Bills	Very Good	10	12/ 7/40
		FITZPATRICK TRAVELTALKS (12) (Tech.)		
T-218	Alluring Alaska	Usual	10	4/ 5/41
T-214	Beautiful Bali	As Usual	10	12/ 7/40
T-211	Capital City	Fair	9	9/ 7/40
T-212	Cavalcade of San Francisco	Too Late	9	9/28/40
T-219	Glimpses of Kentucky		10	Not Rev.
	Glimpses of Washington State		10	Not Rev.
	Haiti, Land of Dark Majesty		10	Not Rev.
T-216	Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213	Old New Mexico	Fair	10	11/ 9/40
T-215	Old New Orleans	As Usual	10	1/ 4/41
T-217	Red Men on Parade	Fair	10	3/ 1/41
	Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939 40

		Comment	Running Time	Reviewed Issue Of
		COLOR CLASSICS (6) (Tech.)		
C9-3	Ants in the Plants	Good	7	3/23/40
C9-1	Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4	Kick in Time	Good	7	2/24/40
C9-2	Little Lambkin	Cute	7	8/17/40
C9-5	Snubbed by a Snob	Cute	7	5/18/40
C9-6	You Can't Shoe a Horsefly	Cute	7	8/24/40
		COLOR CRUISES (7)		
K9-6	Argentina		10	Not Rev.
K9-3	Chile	Fair Travelogue	10	12/16/39
K9-4	Cuba		10	Not Rev.
K9-1	Ecuador	Fair	10	9/16/39
K9-5	Isle of Columbus		10	Not Rev.
K9-7	Pacific Paradise	Interesting	10	7/13/40
K9-2	Peru	Average	10	10/21/39
		HEADLINERS (10)		
A9-1	Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9	Blue Barron & Orch.	Good	10	6/ 8/40
A9-5	Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8	Have You Met Yvette?	Good	10	5/ 4/40
A9-4	Here's Hal	Average	10	12/16/39
A9-6	Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3	Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7	George Olsen and His Music	Peppy	10	3/23/40
A9-2	Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10	Pinky Tomlin & Orch.	Entertaining	11	8/17/40
		PARAGRAPHICS (10)		
V9-3	Bits of Life	Misses Fire	11	12/16/39
V9-2	Busy Little Bears	Splendid	10	11/11/39
V9-9	Dangerous Dollars	Informative	11	7/13/40
V9-7	Not So Dumb	Excellent	10	3/23/40
V9-6	Pictorial	Interesting	10	2/24/40
V9-10	Pictorial No. 2	Satisfactory	10	8/24/40
V9-1	Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5	Sugar Wind	Good	10	2/ 3/40
V9-8	Television Preview	Interesting	10	5/18/40
V9-4	Touchdown Review	Good Resume	10	1/27/40
		POPEYE (12)		
E9-10	Doing Impossikible Stunts	Good	7	8/17/40
E9-3	Females Is Fickle	Good	7	3/23/40
E9-9	Fightin' Pals		7	Not Rev.
E9-5	Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1	Never Sock a Baby	Good	6	11/18/39
E9-8	Nurse Mates	Fair	7	7/13/40
E9-6	Onion Pacific	Satisfactory	7	6/ 8/40
E9-12	Puttin' On the Act	Poor	7	8/24/40
E9-2	Shakespearian Spinach	Funny	7	2/ 3/40
E9-4	Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11	Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7	Wimmin is a Myskery	Funny	7	6/ 8/40
		POPULAR SCIENCE (6)		
J9-1	No. 1	Very Good	10	9/23/39
J9-2	No. 2	Very Interesting	10	11/25/39
J9-3	No. 3	Interesting	10	1/27/40
J9-4	No. 4	Exceptional	10	2/24/40
J9-5	No. 5	Very Good	10	5/ 4/40
J9-6	No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
		SPORTLIGHTS (13)		
R9-5	Aqua-Rhythm	Good	10	11/18/39
R9-10	Blue Streak	Excellent	10	5/ 4/40
R9-7	Bowling Skill	Very Good	10	2/ 3/40
R9-3	Catching Whoppers	Thrilling	10	9/23/39
R9-12	Cradle of Champions	Excellent	10	6/15/40
R9-4	Dog Is Born	Excellent	10	11/ 4/39
R9-2	Desert Adventure	Excellent	10	9/23/39
R9-8	Human Fish	Excellent	10	2/24/40
R9-1	Hydro-Maniacs	Exciting	10	8/26/39
R9-6	Judo Experts	Excellent	10	1/20/40
R9-11	Playmates of the Wild	Unique	10	5/18/40
R9-13	Sink or Swim	Very Good	10	7/13/40
R9-9	Two of a Kind	Fine	10	3/23/40
		STONE AGE CARTOONS (12)		
B9-5	Foul Ball Player	Fair	7	6/ 8/40
B9-9	Fulla Bluff Man	Fair	7	8/24/40
B9-3	Granite Hotel	Good	7	5/18/40
B9-11	Pedagogical Institution		7	Not Rev.
B9-10	Springtime in the Rockage		7	Not Rev.
B9-6	Ugly Dino	Cute	7	7/13/40
B9-2	Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4	Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8	Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1	Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12	Way Back When Women Had Their Weigh		7	Not Rev.
B9-7	Wedding Belts		7	Not Rev.
		SYMPHONIC (3)		
D9-1	Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2	Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3	William Tell	Serious Music	10	12/16/39
		UNUSUAL OCCUPATIONS (6)		
L9-1	No. 1	Good	11	10/14/39
L9-2	No. 2	Fair	11	12/16/39
L9-3	No. 3	Good	11	2/ 3/40
L9-4	No. 4	Interesting	10	5/ 4/40
L9-5	No. 5	Good	10	5/18/40
L9-6	No. 6	Interesting	10	8/16/40

1940-41

		Comment	Running Time	Reviewed Issue Of
		ANIMATED ANTICS (10)		
H0-4	Bring Himself Back Alive	Good	7	12/21/40
H0-1	Dandy Lion	Poor	7	10/ 5/40
H0-3	Mommy Loves Poppy	Average	7	11/23/40
H0-2	Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7	Speaking of Animals	Excellent	9	3/15/41
H0-6	Twinkletoes Gets the Bird		7	Not Rev.
H0-5	Wild Oysters	Unusual	7	2/15/41
		FASCINATING JOURNEYS (6) (Tech.)		
M0-4	Delhi	Good	11	4/ 5/41
M0-1	River Thames—Yesterday	Beautiful	10	11/23/40
M0-2	Sacred Ganges	Dull	10	1/25/41
M0-3	Village in India	Fair	10	2/22/41
		GABBY CARTOONS (8) (Tech.)		
G0-3	All's Well	Silly	7	1/18/41
G0-2	Constable	Satisfactory	7	11/23/40
G0-1	King For a Day	Fair	7	10/26/40
G0-5	Swing Cleaning		7	Not Rev.
G0-4	Two for the Zoo	Good	7	2/15/41
		HEADLINERS (8)		
A0-5	Bob Chester & Orch.	Average	10	4/ 5/41
A0-4	Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2	Listen to Larry	Satisfactory	10	11/ 2/40
A0-3	Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1	Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
		MADCAP MODELS (6) (Tech.)		
V0-2	Dipsy Gipsy		9	Not Rev.
V0-1	Western Daze	Novel	9	1/11/41
		PARAGRAPHICS (6)		
V0-3	Breezy Little Bears	Excellent	10	1/18/41
V0-1	Nature's Nursery	Excellent	10	11/ 2/40
V0-4	Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2	Seeing Is Believing	Fair	11	12/ 7/40
		POPEYE (12)		
E0-4	Eugene, the Jeep	Funny	7	12/ 7/40
E0-8	Flies Ain't Human		7	Not Rev.
E0-2	My Pop, My Pop	Amusing	7	11/ 2/40
E0-7	Olive's Sweepstake Ticket		7	Not Rev.
E0-1	Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5	Problem Pappy	Fair	7	1/25/41
E0-6	Quiet Pleeze	Very Good	7	3/22/41
E0-3	With Poopdeck Pappy	Entertaining	7	12/ 7/40
		POPULAR SCIENCE (6)		
J0-1	No. 1	Good	10	10/ 5/40
J0-2	No. 2	Interesting	10	11/23/40
J0-3	No. 3	Interesting	10	12/21/40
J0-4	No. 4	Usual	10	3/22/41
J0-5	No. 5	Interesting	10	4/ 5/41
		ROBERT BENCHLEY (4)		
S0-1	Trouble With Husbands	Great Fun	11	11/16/40
S0-2	Waiting For Baby	A Howl	10	2/22/41
		SPECIAL CARTOON (1) (Tech.)		
FF0-1	Raggedy Ann	Very Good	19	12/21/40
		SPORTLIGHTS (13)		
R0-6	Acrobatic Aces	Excellent	10	1/25/41
R0-8	Canine Sketches	Fine	10	3/22/41
R0-1	Diving Demons	Beautiful	10	10/ 5/40
R0-5	Feminine Fitness	Very Good	10	12/21/40
R0-7	Fishing Fever	Appealing	10	3/22/41
R0-4	Marine Round-up	Excellent	10	12/ 7/40
R0-3	Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-2	Sporting Everglades	Very Good	10	10/26/40
R0-9	Sun Fun	Exhilarating	10	4/ 5/41
		UNUSUAL OCCUPATIONS (6)		
L0-1	No. 1	Good	10	10/ 5/40
L0-2	No. 2	Interesting	10	12/ 7/40
L0-3	No. 3	Good	10	2/15/41
L0-4	No. 4	Good	11	3/29/41

RKO-RADIO 1939-40

		Comment	Running Time	Reviewed Issue Of
		DISNEY CARTOONS (18) (Tech.)		
4105	Bill Poster	Very Good	8	5/25/40
4107	Bone Trouble		9	Not Rev.
4103	Donald's Dog Laundry	Very Funny	8	5/25/40
4109	Donald's Vacation	A Scream	8	8/10/40
4114	Fire Chief	Good	8	12/14/40
4113	Goofy's Glider	Excellent	8	12/14/40
4118	Little Whirlwind	Good	8	4/ 5/41
4106	Mr. Duck Steps Out	Swell	8	5/25/40
4112	Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101	Officer Duck	A Scream	8	9/16/39
4115	Pantry Pirate	Very Good	8	2/ 1/41
4110	Pluto's Dream House	Excellent	8	9/14/40
4117	Pluto's Playmate	Excellent	8	3/ 1/41
4108	Put-Put Troubles		7	Not Rev.
4102	Riveters	A Howl	7	5/25/40
4116	Timber	A Howl	8	3/ 1/41
4104	Tugboat Mickey	Excellent	8	5/25/40
4111	Window Cleaners	A Scream	8	10/19/40
		EDGAR KENNEDY (6)		
3401	Act Your Age	Extremely Funny	18	10/ 7/39
3402	Kennedy the Great		19	Not Rev.
3404	Mutiny in the County		17	Not Rev.
3403	Slightly at Sea		16	Not Rev.
3405	'Taint Legal		16	Not Rev.
		INFORMATION PLEASE (13)		
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205	No. 5 (Chris. Morley)	Good	11	2/10/40
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210	No. 10 (Deems Taylor)	Good	11	6/15/40
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212	No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/40
		LEON ERROL (6)		
3704	Bested by a Beard		20	Not Rev.
3703	Scrappily Married		20	Not Rev.
3702	Truth Aches		19	Not Rev.
3701	Wrong Room	A Howl	19	10/14/39
		MARCH OF TIME (13)		
3108	Canada at War	Interesting	18	3/ 9/40
3109	America's Youth—1940	Satisfactory	19	4/13/40
3110	Philippines	Interesting	19	5/11/40
3111	U. S. Navy	Good	19	6/ 8/40
3112	Spoils of Conquest	Good	17	8/10/40
3113	Gateway to Panama	Okay	20	8/24/40
		RADIO FLASH (8)		
3201	Blamed For a Blonde	Very Funny	19	10/ 7/39
3203	Chicken Feed		18	Not Rev.
3202	Coat Tales		18	Not Rev.
3205	Goodness a Ghost		16	Not Rev.
3204	Twincuplets		20	Not Rev.
		RAY WHITLEY (8)		
3502	Bandits and Ballads		17	Not Rev.
3504	Coralling a School Marm	Good	20	8/10/40
3501	Cupid Rides the Range	Very Good	18	9/16/39
3503	Molly Cures a Cowboy		19	Not Rev.
		REELISMS (13)		
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
		SPORTSCOPES (13)		
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	6	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

1940-41

		Comment	Running Time	Reviewed Issue Of
		DISNEY CARTOONS (18) (Tech.)		
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
		EDGAR KENNEDY (6)		
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4/12/41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
		INFORMATION PLEASE (13)		
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
		LEON ERROL (6)		
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13702	Tattle Television	Funny	19	11/16/40
13704	When Wife's Away	Fair	20	4/ 5/41

RKO-RADIO 1940-41 (Cont.)

MARCH OF TIME (13)

		Comment	Running Time	Reviewed Issue Of
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41

RAY WHITLEY (4)

13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41

PICTURE PEOPLE (13)

14401/No. 1		Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41

SPECIAL SUBJECT

13801	Growing Up (Quins)	Wide Appeal	18	12/14/40

SOUTH AMERICA (3)

14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14502	What's Happening in Argentina	Very Timely	10	4/12/41

SPORTSCOPES (13)

14307	Caballero College	Fair	9	3/ 1/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)

28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)

201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40

DRIBBLE PUSS PARADE—LEW LEHR (6)

404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39

FASHION FORECASTS (4) (Tech.)

601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.

MAGIC CARPET OF MOVIETONE (6)

103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39

SPORTS REVIEWS—THORGERSEN (6)

306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40

TERRYTOONS (26) (10 in Tech.)

510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing (Tech.)		7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant (Tech.)	Good	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance (Tech.)	Excellent	7	12/ 9/39
512	Wot's All the Shootin' Fer		7	Not Rev.

20th CENTURY-FOX 1940-41

ADVENTURES OF A NEWSREEL CAMERAMAN (4)

1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41

FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE

LEW LEHR COMEDIES (4)

1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.

MAGIC CARPET OF MOVIETONE (8)

1106	Caribbean Sentinels		10	Not Rev.
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro		10	Not Rev.
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.

RIPLEY'S BELIEVE IT OR NOT (4)

1601	Acquited by the Sea	Excellent	10	10/12/40

SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)

1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune		9	Not Rev.
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40

TERRYTOONS (26) (13 in Tech.)

1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1508	Fishing Made Easy		7	Not Rev.
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)		7	Not Rev.
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold		7	Not Rev.

WORLD TODAY—QUENTIN REYNOLDS

1701	Battle of the Atlantic		10	Not Rev.

UNIVERSAL 1939-40

CARTUNES (13) WALTER LANTZ (Tech.)

4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40

GOING PLACES (15)

4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.

MUSICALS (13)

4221	Boy Meets Joy	Good Diversion	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232	Varsity Vanities	Swing Session	18	8/ 3/40

SPECIAL SUBJECT (1)

4110	March of Freedom	Well Done	20	5/20/39

STRANGER THAN FICTION (15)

4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

UNIVERSAL 1940-41

CARTOONS (13) (Tech.)

5241	Crazy House	Satisfactory	8	10/12/40
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5244	Syncopated Sioux	Clever	7	12/28/40

GOING PLACES (15)

5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12/28/40
5355	85—Hunting on Top of the World	Fascinating	9	12/28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones	Amusing	10	4/12/41

MUSICALS—TWO REEL (13)

5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5224	Tickled Pinky	Rustic Rhythm	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40

SPECIAL SUBJECT (1)

5110	Swing with Bing	Excellent	18	4/13/40

STRANGER THAN FICTION (15)

5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)

5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40

COLOR PARADE (10)

5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40

FEATURETS (Tech.) (8)

5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40

LOONEY TUNES (16)

5608	Africa Squeaks	Hilarious	7	2/24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40

MELODY MASTERS (10)

5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/23/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
		MERRIE MELODIES (26) (Tech.)		
5316	Bears' Tale		7	Not Rev.
5312	Busy Bakers		7	Not Rev.
5322	Ceiling Hero		7	Not Rev.
5321	Circus Today	Clever	7	7/ 6/40
5315	Confederate Honey		7	Not Rev.
5314	Cross Country Detours	A Knockout	7	4/13/40
5309	Curious Puppy		7	Not Rev.
5310	Early Worm Gets the Bird		7	Not Rev.
5323	Egg Collector		7	Not Rev.
5313	Elmer's Candid Camera		7	Not Rev.
5306	Fagin's Freshmen	Amusing	7	11/25/39
5305	Fresh Fish	Swell	7	11/ 4/39
5319	Gander at Mother Goose	Good	7	5/18/40
5325	Ghost Wanted	Amusing	7	10/26/40
5304	Good Egg		7	Not Rev.
5317	Hardship of Miles Standish		7	Not Rev.
5303	Land of the Midnight Fun	Superb	7	9/23/39
5326	Little Blabbermouse	Amusing	7	8/ 3/40
5302	Little Lion Hunter		7	Not Rev.
5311	Mighty Hunters	Pleasing	7	2/17/40
5308	Screwball Football	Swell Cartoon	7	12/30/39
5301	Sioux Me	Clever	7	9/ 9/39
5307	Sniffles and Bookworm	Cute	7	2/24/40
5318	Sniffles Takes a Trip		7	Not Rev.
5320	Tom Thumb in Trouble	Cute	7	6/15/40
5324	Wild Hare		7	Not Rev.
		SPECIAL RELEASE		
	Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
		VITAPHONE VARIETIES (6)		
5706	All Girl Revue		7	Not Rev.
5704	No Parking	Fairly Funny	10	4/13/40
5703	Organ Novelty	Fair	9	11/11/39
5705	Radio and Relatives		10	Not Rev.
5702	Sword Fishing	Exciting	10	10/ 7/39
5701	Vote Trouble	Laughs	10	8/26/39

1940-41

		BROADWAY BREVITIES (9)		
6202	Alice in Movieland	Superlative	20	11/30/40
6204	Dog in the Orchard	Meritorious	20	1/18/41
6201	Just a Cute Kid		20	Not Rev.
6203	Mack Sennett Revival		20	Not Rev.
6206	Seeing Eye	Poignant	20	4/ 5/41
6205	Take the Air	Entertaining	20	3/ 8/41
		ELSA MAXWELL COMEDIES (3)		
6102	Lady and the Lug		19	Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	8/31/40
6103	Throwing a Party		20	Not Rev.
		HOLLYWOOD NOVELTIES (10)		
6304	History Repeats Itself	Good	10	9/30/39
6301	Football Highlights	Rockne Build-up	10	8/31/40
6303	Mexican Jumping Beans	Very Good	10	11/30/40
6302	Shark Hunting	Exciting	10	8/ 3/40
6305	Wild Boar Hunt	Exciting	10	3/ 8/41
		LOONEY TUNES (16)		
6601	Calling Dr. Porky		7	Not Rev.
6607	Haunted Mouse	Very Good	7	3/15/41
6608	Joe Glow the Firefly		7	Not Rev.
6602	Pre-Historic Porky	Clever	7	11/ 2/40
6609	Porky's Bear Facts	Amusing	7	4/ 5/41
6604	Porky's Hired Hand	Good	7	12/28/40
6610	Porky's Preview		7	Not Rev.
6606	Porky's Snooze Reel		7	Not Rev.
6603	Sour Puss	Satisfactory	7	11/30/40
6605	Timid Toreador	Good	7	1/18/41
		MELODY MASTERS (10)		
6506	Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505	Henry Busse & Orch.	Good	10	11/30/40
6504	Skinny Ennis & Orch.	Good	10	12/28/40
6503	Jan Garber & Orch.		10	Not Rev.
6508	Marie Green & Her Gang		10	Not Rev.
6501	Matty Malneck	Snappy	10	8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	11/ 2/40
		MERRIE MELODIES (26) (Tech.)		
6706	Bed Time for Sniffles		7	Not Rev.
6713	Cat's Tale	Good	7	4/ 5/41
6712	Crackpot Quail		7	Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	12/28/40
6710	Fighting 69½	Good	7	1/18/41
6704	Good Night Elmer		7	Not Rev.
6715	Goofy Groceries	Novel	7	4/ 5/41
6703	Holiday Highlights	Swell Satire	7	11/ 2/40
6701	Malibu Beach Party	Grade A	7	8/31/40
6707	Of Fox and Hound		7	Not Rev.
6708	Shop, Look and Listen	Good	7	12/28/40
6711	Sniffles Bells the Cat	Fair	7	3/15/41
6702	Stage Fright	Satisfactory	7	10/26/40
6714	Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716	Toy Trouble		7	Not Rev.
6717	Trial of Mr. Wolf		7	Not Rev.
6705	Wacky Wildlife	Funny	7	12/ 7/40
		TECHNICOLOR SPECIALS (6)		
6001	Flag of Humanity	Splendid	20	10/26/40
6002	March on Marines	Excellent	20	12/28/40
6003	Meet the Fleet	Excellent	20	1/18/41
6004	Wings of Steel		20	Not Rev.
		SPECIAL SUBJECTS		
	Christmas Under Fire	Heart Appeal	10	1/18/41
	London Can Take It	Powerful	10	10/26/40
		SPORTS PARADES (10)		
6404	California Thoroughbreds	Interesting	10	12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	8/31/40
6405	Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401	Fly Fishing	For Anglers	10	10/26/40
6406	Sky Sailing	Interesting	10	Not Rev.

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

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WHATEVER equipment you may have that you no longer can use, can be sold through these columns. Look around! You may find some items that can be turned into money through a SHOWMEN'S TRADE REVIEW Classified ad.

THANK YOU!

The Motion Picture Industry came through with flying colors in putting over Greek War Relief Week. We should be proud to belong to an industry that is so ready to help those in distress.

Thousands of women and children in Greece, whose men are defending democracy, will benefit through our industry's cooperation.

On their behalf we want to thank:

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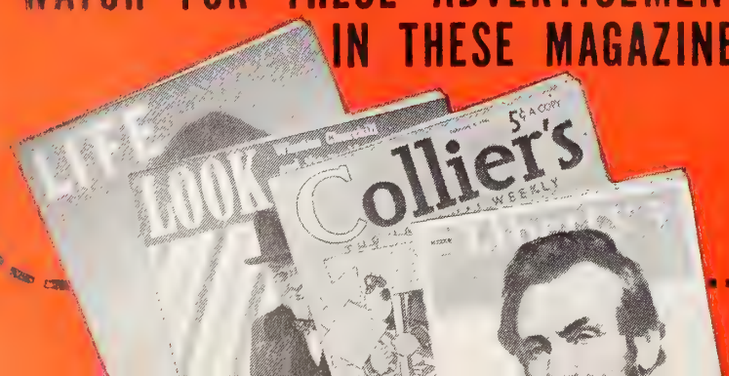
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SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Leonard Goldenson

Vol. 34 No. 13

April 19
1941





For instance,
typical Variety headline!

'BAD MAN' GOOD
$9,000, BUFF.
STRONG

Buffalo, April 8.
This stanza, usually recognized a

DOING SWELL, THANKS!

The reports of engagements from coast-to-coast are in! Again Wallace Beery proves why exhibitors voted him among the First Ten Box-Office Stars in the business in the annual polls. Beery in "Bad Man" is Box-Office. The kind of western comedy-thrill they love him in!



"THE BAD MAN" starring WALLACE BEERY with LIONEL BARRYMORE • Laraine Day Ronald Reagan • Screen Play by Wells Root • Based on the Play by Porter Emerson Browne Presented by William Harris, Jr. Directed by Richard Thorpe Produced by J. Walter Ruben A Metro-Goldwyn-Mayer Picture

The Editorial Page

Office Memos

To: Chick Lewis
From: John H. Harris

Please ask all home office executives you meet around Times Square whether they are coming to the National Variety Clubs Convention in Atlantic City on May 15th, 16th and 17th, and send me the names of those who do not expect to attend. This method may prove better than sending out follow-up letters and will give us a better idea of who is coming from among the important men in the home offices.

▲ ▲ ▲

To: John H. Harris
From: Chick Lewis

Have followed your suggestion for the past three weeks and beg to report that I have, thus far, to meet a single executive who does not expect to attend. As a matter of fact, to the last man they are looking forward to this great event and making all necessary plans to assure their presence at the convention.

From the information gathered to date it appears more than likely that the Variety Club Convention will go down in the records as the greatest turnout of industry executives seen in the history of our business to date.

My only fear is that some of them may delay sending in their reservations and registrations which would make it extremely difficult to take care of their hotel requirements. I hope they take care of this at once.

▲ ▲ ▲

Serious About Their Jobs

The fact that 300 projectionists attended a technical lecture held after theatre hours, is worth more than passing notice as evidence of the seriousness with which men in theatre business regard their work. Without casting reflections on people in other jobs, we wonder how many men, already employed, would turn out to listen to a purely technical discussion as to how they could do their jobs better.

The meeting in Pittsburgh, reported in STR last week, was a tribute to the technical men working in the projection booths of theatres in that area. The lecture, of course, was by one of the foremost projection engineers —Henry Heidegger of International Projector Corporation. The occasion, also, had its social attractions—it was arranged by the National Theatre Supply Company, which acted as host to the projectionists. Nevertheless, the men were attending "on their own time," after theatre closing, and many had to travel considerable distances to be present in response to the invitations issued through Lawrence Katz, I. A. representative. We are all for having more of these lectures—and for seeing theatremen encourage their projectionists to attend such gatherings.

▲ ▲ ▲

Why A Seat Tax?

If nothing else comes out of the ASCAP-BMI controversy it will certainly make the exhibitors of this country more resentful than ever over the seat tax racket. As one visiting exhibitor put it: if ASCAP can levy a seat tax for reproduction of music originally paid for when recorded, why shouldn't the authors of original stories and plays exact the same kind of a toll from exhibitors for showing their stories and plays in screen form?

And there is a lot of truth in that observation. Why should ASCAP get away with a seat tax on something for which it has already been paid when recorded from music by composers employed by the studios to write such music? If the composers and publishers of music can be paid twice for the same thing why not the authors of stories adapted to the screen?

It is sincerely hoped that the ASCAP matter will get a complete airing at the forthcoming MPTOA convention in Los Angeles this June. It should be a MUST on the list of things to be done on behalf of the exhibitors.

▲ ▲ ▲

In Tune With The Times

Headline in recent Film Daily: "Para. Tilts Shorts Program Budget 40%."

Here is further evidence that STR's Short Subject Section, appearing in the first issue each month, is a vital necessity well in advance of the time when the short subject begins to take on added importance and a brighter lustre as a means of strengthening a good show.

Activity among the other companies producing and releasing substantial programs of shorts has already been noted during the past few months and still more will be heard on this subject between now and the beginning of the blocks-of-five selling season.

STR tries, and apparently succeeds in keeping abreast or ahead of the times in rendering faithful, necessary, dependable service to the industry.

—"CHICK" LEWIS

Roach Plans 5 50-Min. Films

Streamlined Comedies Held Answer to Duals Problem

Negotiations have been concluded by Hal Roach with United Artists for the release of a program of streamlined comedy features, each running approximatelv 50 minutes. Five of this new type of feature productions are contemplated for the new season. Roach has already started active production on the new comedies, the first two of which will be "Niagara Falls" and "Tanks a Million." Opinion in Hollywood is that the briefer feature productions may serve as the answer to the double feature problem.

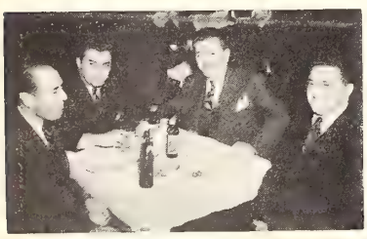
Meanwhile, announcement was made of the appointment of Paul Gerard Smith to the Roach organization as story chief. Jess Moffatt, veteran comedy writer, and Eugene Conrad, radio comedy writer, have also been signed and are scheduled to report shortly at the Roach studios.

Sales Policy Formulae Adopted by United Artists

A sales policy agreement has been made with United Artists producers which will permit each producer to obtain maximum returns from his pictures, based on box office results, according to Arthur W. Kelly, UA vice-president and distribution head. Each picture will be sold on its merit, as has been the UA custom in the past.

REP'S CHI FETE





Top photo: James R. Grainger, Republic President, congratulates William Baker on his appointment as Republic's Chicago branch manager. Bottom photo: The new quarters of the exchange were opened at the same time and exhibitors joined in the celebration. Left to right are Harry Rubens of Michigan City; Al Raymer of Indiana-Illinois Theatres, Percy Barr of National Screen Service and Jack Rose of Indiana-Illinois Theatres.

WHAT A GLAMOROUS SEND OFF!



Harold Marshall (second from left), M-G-M exploiteer, and Jerome Adams, salesman, both at the company's Indianapolis exchange, became members of Uncle Sam's armed forces on April 17. When Marshall, a New Yorker, came East last week to visit his family, Adams accompanied him. They are shown at the recruiting station in Times Square (formerly the Loew M-G-M World's Fair Information Centre) with Sgt. Peter Tokarsky, recruiting officer, and Myrna Dell (left) and Virginia Cruzon, two of the beauties in M-G-M's new musical, "Ziegfeld Girl."

3 Arbitration Cases Filed

AAA Offers Facilities of Tribunals to Settle Labor Controversies in Defense Motion Picture Industries

Arbitration followed the even tenor of its way this week, as three new complaints were filed and one pending case in Dallas was settled before its scheduled hearing was held.

Among new cases filed was that of the Majestic Theatre, Paterson, N. J., which claimed that the seven days' clearance enjoyed by the State, a Brandt Circuit theatre, was unjust. Day-and-date availability with the opposition house is sought.

Willis Vance, operator of the Ohio, Eden and State Theatres, Newport, Ky., has filed the first arbitration complaint with the Cincinnati Tribunal, seeking adjustment of run and clearance. Named in the complaint were: Warner Bros., Paramount, Loew's, 20th-Fox and the Hippodrome and Strand theatres.

Although his theatre was operating two years before the opposition house opened, the latter enjoys clearance, according to a complaint filed by N. M. Konczakowski, owner of the Marlowe Theatre, Buffalo. He named the major distributors and the Niagara Theatre.

Having previously settled with Loew's, Inc., the other two pending cases against Warner Bros. and 20th-Fox were settled, this week, by Joseph's Drive-in Theatre, Austin, Tex. The theatre had complained that the three distributors failed to service the house.

The National Defense Mediation Board has under consideration an offer of the American Arbitration Association to place the facilities of its 31 arbitration tribunals throughout the country at the disposal of the government in settling labor controversies in defense industries.

Funeral Services Held for William Merrill, RKO Exec.

Funeral services for William Merrill, RKO executive who died last week, were held Sunday at the Riverside Funeral Chapel. Burial was scheduled to take place in Richmond, Utah. Merrill, was vice-president and treasurer of RKO.

Arthur Greenblatt PRC Sales Manager

Announcement of the appointment of Arthur Greenblatt as general sales manager of Producers Releasing Corporation was announced this week by O. Henry Briggs, president. Within the next few days Greenblatt, who was formerly associated with Monogram, Gaumont-British and Alliance Film Corporation, will leave for a visit to all P.R.C. exchanges where he will hold sales conferences with the various units of the field organization. His tour will take him to the West Coast early in May, when he will confer with George Batcheller, in charge of feature production, and Sig Neufeld, in charge of western production, on the completion of the current program and also the 1941-42 program.



Arthur Greenblatt

Jos. Schenck Convicted of Income Tax Fraud

In New York Federal Court, early Thursday, Joseph M. Schenck, chairman of the board of Twentieth Century-Fox, was found guilty of a charge of evading income taxes for 1935 and 1936. The jury, however, acquitted him on another count of fraud in his 1937 return and on a count charging conspiracy. His co-defendant, Joseph H. Moskowitz, was found guilty on the 1936 fraud count but was acquitted on two other charges and on the conspiracy count

RKO's First 5 Ready in June

To Be Screened at Sales Confab Set for June 16-19

RKO will screen its first block of five pictures before its annual sales convention which will be held June 16-19 at the Waldorf Astoria Hotel in New York, it was announced on Thursday of this week by Ned E. Depinet, vice-president. Depinet made the announcement before the weekly luncheon of the AMPA. "All of our people will see the first group in June—two and a half to four months before release date," he said, "and have ample time for proper selling, advertising and exploitation and pre-selling to the public. Surely that is a step forward in our industry."

Depinet compared the new selling system to the English method of distribution. He declared that it offered "advantages for all of us, and most important in my opinion is that it shakes us all out of a groove, and places us out in the open and on our mettle to do a better job."

"The responsibility of the exhibitor grows greater along with that of the distributor," he declared. "Intensive showmanship will be the order of the day and the theatre press agent and the advertising man will be even more vital than in the past. There shall have to be a stronger partnership between the producer and the exhibitor for their mutual advantage."

LEONARD H. GOLDENSON

(The Man on the Cover)

Recently appointed head of Paramount's theatre department. He has been with the company for the past seven years, having served as assistant to Y. Frank Freeman, formerly in charge of Paramount theatres.

SHOWMEN'S Trade Review

Vol. 34, No. 13 April 19, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

April 20: Boston MP Salesmen's Club charity ball, Cocoanut Grove.
April 24: Annual AMPA meeting.
April 28-29: UA district sales meeting, New York.
April 29: Pathe Laboratories, Inc., annual meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 15: ITO of Montana meeting, Billings.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 6: Film Bookers Club of Chicago annual dinner-dance, Sherman Hotel.
June 8-12: MPTOA annual convention, Los Angeles.
June 11-13: New Jersey Allied annual convention, Ritz Carlton Hotel, Atlantic City.
June 16-19: RKO Sales Convention, Waldorf-Astoria, New York.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

ITOA to Get Resolution Banning Italian, Nazi Pics

The ITOA of New York will receive a resolution at its meeting next week, requesting the Government to ban all German and Italian pictures from this country. The resolution will point out that funds realized from the rental of these pictures are used in this country for other propaganda purposes.

National Allied Meeting Set for Sept. 16-18

Philadelphia—The annual convention of National Allied will be held here at the Benjamin Franklin Hotel Sept. 16-18.

Testimonial for Kranze

Albany, N. Y.—Plans are under way here for a testimonial dinner in honor of Bernard G. Kranze, former manager of the local RKO exchange and who has since been transferred to Cleveland. The affair will take place at the New Kenmore Hotel on Monday evening, April 28.

Omaha Meet Deferred

Omaha—The meeting of Nebraska exhibitors which was to have been held here on April 22 to re-vitalize the MPTO unit has been postponed.

Starts Movie Department

The *Country Gentleman* has started a movie guide. The magazine has a circulation of 2,100,000. A. O. Dillenbeck conducts the department.

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs
of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

Minn. Senate To Vote on Bill Outlawing Blocks-of-Five

Strom, Northwest Allied Secretary, Analyzes Faults Of Decree; Says 86% of All Exhibs Oppose It

The Minnesota Bill prohibiting blocks-of-five was due to come to a vote in the Senate this week-end as both sides prepared to battle on the measure, which has already passed the House. Fred Strom, executive secretary of Northwest Allied, leader of the fight for the bill sent letters to 67 state senators seeking their support.

Strom's letter points out, in answer to opponents of the bill, that the measure does not nullify any of the consent decree except that providing for the sale of pictures in blocks of five. Northwest Allied's efforts to kill this portion of the consent decree, he explained, are based upon the fact that the consent decree offers no cancellation.

To bolster his argument in favor of the bill, Strom quotes a letter from Barney Balaban, president of Paramount, stating, "Paramount will make its pictures available in each state only after preceding blocks of five have been bought and booked." Terming this "block-booking with a vengeance," Strom argues that if among the first five pictures there is one outstanding picture, the exhibitor would have to buy the five, even though this one picture was being shown in all key cities in theatres owned by Paramount through an affiliated exhibitor. He further claimed "the producer owned houses do not operate under the blocks-of-five sales provision."

He alleged that 86 per cent of all the exhibitors throughout the nation were opposed to the consent decree and that the figure is 98 per cent in Minnesota.

'Citizen Kane' to Have World Premiere May 1

Orson Welles' "Citizen Kane" will have its gala Broadway world premiere at the Palace Theatre on Thursday evening, May 1st, where it will be presented on a reserved seat policy of two shows daily. Following the New York premiere, two Chicago and two Hollywood theatres will stage dual-run engagements. Chicago's run is scheduled to start May 6th at the Woods and Palace Theatres, on a reserved seat policy. Hollywood's elaborate premiere takes place on the evening of May 8th at the El Capitan Theatre. The following day it will start playing concurrently at the Hillstreet Theatre, on the same reserved seat policy as the El Capitan.

44 Topics on Tap For SMPE Convention

Rochester — Thirty-four different topics relating to the industry, as well as ten further topics which will be presented at joint sessions of the Society's delegates, will be discussed at the 1941 Spring Convention of SMPE, to be held here May 5-8.

Changes Made in Para. Western Division Sales

Reorganization of Paramount's western division sales staff was completed this week with the announcement by George A. Smith, western division sales manager, of several promotions and transfers in his territory. Under the new setup, C. H. (Buck) Weaver, for the past year sales manager at the Dallas office, has been appointed branch manager at Oklahoma City. Charles L. Dees, whom Weaver succeeds, has been transferred to the Dallas Exchange as branch manager. L. W. McClintock, present branch manager at Dallas, has been transferred to the managership of the Memphis Exchange, succeeding W. F. Bugie at Memphis, who joins the sales staff at Dallas. Succeeding Weaver as sales manager at Dallas is A. F. Larned, who returns to that office after seven months as salesman at the Memphis office.

IT'S THIS WAY



During the cocktail for William Seiter last week, Bill Heineman, Universal's Western sales manager was snapped by the cameraman talking with Kenneth McCaleb, Sunday editor of the New York Mirror.

RKO Closes 4-Year Deal With Hawaii Theatres

A deal covering features and shorts for the next four years and involving more than a hundred theatres has been closed with the Consolidated Amusement Co., Ltd., of the Territory of Hawaii by RKO-Radio. Consolidated operates 26 theatres of its own and product is serviced by the organization to 87 additional houses.



To Employ More Women

Draft Forces Use of Girl Ushers, Perhaps Operators

Increasing numbers of young men are leaving jobs in theatres to serve in the armed forces of the country and thereby creating a shortage of ushers and other employes in the country's movie houses which is daily growing more acute. To meet the problem, more and more theatres are turning to girl ushers, the Metropolitan in Baltimore being the latest to announce the switch.

In England there has already arisen an acute shortage of projectionists and the possibility of using women in the booth has been seriously considered.

Women managers have long been a familiar sight in many theatres in this country, but as more and more young men are called to the colors, skirted managers will become more and more prevalent as time goes on.

About the only monetary beneficiaries of these changes of policy in employment will be the uniform makers who will have to expand their departments now catering to usherettes.

Under the law, any employe called to the colors must be given his job back when he returns from service, so most employers are warning girls substituting for men that their jobs may be only temporary.

VISITING SHOWMEN

Among the out-of-town theatremen seen in New York this week were: Thomas B. Noble, Westland Theatres, Colorado Springs . . . J. Real Neth, Columbus, Ohio . . . Esmond Parker and Fred Williams, Consolidated Amusement Co., Hawaii . . . Charles W. Koerner, RKO division manager in Los Angeles . . . Thomas Gorman, RKO division manager in Chicago . . . Ike Libson and Murray White of Cincinnati Theatres . . . Nat Holt, RKO division manager in Cleveland . . . Mort Singer, of the circuit bearing his name in the Middle West . . . Jay Golden, RKO division manager in Syracuse . . . Harry MacDonald, who has the same post in Boston . . . J. M. Brennan, Trenton and Washington RKO division manager . . . Charles Kurtzman, Loew's Northeastern division manager.

Mich. Co-op Backs Bill

Believe Provisions Better Than in Consent Decree

Detroit—A resolution endorsing Representative Raymond Snow's bill in the State Legislature that would nullify the blocks-of-five provision of the New York consent decree as far as this state is concerned was adopted at a board of directors meeting of Co-operative Theatres of Michigan held here this week.

It is felt by Co-operative that the provisions of the measure, which would demand that a distributor offer his entire output for a year, together with the 20 per cent cancellation clause provided, would give exhibitors more assurance of a steady flow of product.

Provisions are also contained in the bill's penalty section which would bind the local branch manager and his sales staff should they violate the bill's precepts, and would leave them subject to a fine of $1,000 or a year in jail per violation.

BACK FROM PANAMA



Mr. and Mrs. Nate Blumberg and Mr. and Mrs. Joseph H. Seidelman returned this week from Universal's foreign sales convention held in Panama.

20th May Hold Chicago Sales Meet

Place, Date for Annual Convention to Be Set

With the date of the meeting to be set at Coast conferences sometime late in May, a sales convention will be held this year by 20th Century-Fox, probably in Chicago, according to President Sidney R. Kent.

Stating that no set company policy on sales of pictures in blocks of five under terms of the consent decree had yet been formulated, Kent said that in his opinion it was impossible to set such a policy now. He added, however, that "a moderate amount of give and take" would surely be necessary in any plan.

In New York for the annual stockholders meeting this week, the 20th-Fox executive will go to the Coast in May for studio conferences on budgets, next season's product and other company matters. Participating in the meetings will be Herman Wobber, general sales manager.

Says Running Theatres Responsibility in Crisis

In a bulletin urging all theatre owners and operators to attend the MPTOA convention to be held at the Ambassador Hotel in Los Angeles June 9-12, Ed Kuykendall, MPTOA president, points out that the theatreman's main responsibility in the present national emergency "is to keep the theatres operating." Declaring the industry is demonstrating its "stalwart Americanism," and asserting that "we are still being kicked around in many quarters, knifed in the back by 'fifth columnists' in the industry, and mired down in litigation," Kuykendall asks: "Why can't they let us alone during this national emergency, so we can do the job that should be done?"

United Artists Gives Party for Pressburger

On the eve of his departure for Hollywood to produce "The Shanghai Gesture," Arnold Pressburger was feted at a luncheon at the Waldorf-Astoria, by United Artists.

1200 EXHIBS ATTEND NEW YORK "PENNY SERENADE" PREVIEW



In the photos at the left, reading from top to bottom and left to right are the following: First row: Bob Weitman, Paramount Theatre; Max Fried, Century Circuit; Gene Levy and Harold Greenberg, Metco Theatres; Ben Griefer of the Paramount; second row, Harold Rinzler, Randforce; Fred Schwartz, Al Hovell and Leslie Schwartz, Century Circuit; third row, George Reisler, Charles Suozzo, Island Theatres Circuit; Jack Hattem, Interboro Circuit; Irving Pinsker, Island Theatres Circuit; Stanley Kolbert, Island Theatres Circuit; bottom row, Murray White and Ike Libson, Cincinnati Theatres; John J. O'Connor and Fred Meyers, RKO. Directly above the top picture shows J. M. Berne, attorney; Mort Singer of RKO; Gus Eyssel of the Radio City Music Hall; second picture, Lou Weinberg, in charge of circuit sales for Columbia; Leon Netter and Joseph Walsh of Paramount Theatres; bottom picture, Rube Jackter, assistant general sales manager for Columbia; Irving Lesser of the Roxy Theatre; and John Benas of the Skouras Circuit.

THREE MEN



Rene Clair, directing . . .

with the insight into drama and humor values that characterized his "The Ghost Goes West" and other masterpieces —

Joe Pasternak, producing

with the unparalleled touch for successful entertainment that has made his pictures an unbroken series of hits.

Norman Krasna, writing

with the knowledge of the world and its humans that has made him the most desired writer in the industry today.

HAVE MADE A MASTERPIECE!

The women who whispered about her . . . resented the men who wondered about her . . . in a city always gay with full-flavored rumor.



A
UNIVERSAL
PICTURE



RENE CLAIR'S FIRST AMERICAN PRODUCTION!

MARLENE DIETRICH

in

The FLAME OF NEW ORLEANS

A RENE CLAIR PRODUCTION *with*

BRUCE CABOT · ROLAND YOUNG

MISCHA AUER · ANDY DEVINE

Melville Cooper · Eddie Quillan · Laura Hope Crews · Frank Jenks

Written by Norman Krasna

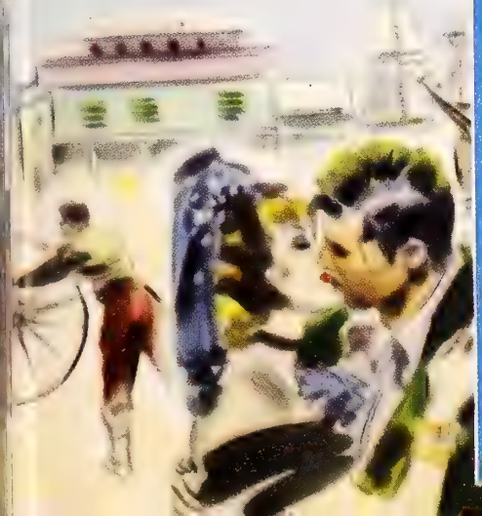
Directed by

RENE CLAIR

·

Produced by

JOE PASTERNAK







BOYS—if you'll Book QUICKLY. You'll rest EASY!...FLAME OF NEW ORLEANS is destined... to draw the biggest CROWDS. that ever rolled up to your BOX OFFICE!



WORLD PREMIERE!
NEW ORLEANS APRIL 24
NATIONAL RELEASE APRIL 25t

The Box Office Slant

Model Wife

Universal **Comedy** **83 mins.**

(Prod. No. Not Set—Nat'l Rel., April 18)

AUDIENCE SLANT: (Adult) Diverting comedy that should score well in most situations. Not a knockout by any means, but good entertainment.

BOX OFFICE SLANT: Teaming of a real-life married couple in a reel-life marital comedy should arouse interest. The picture has definite feminine appeal, which should help it along.

Cast: Joan Blondell, Dick Powell, Charlie Ruggles, Lee Bowman, Lucile Watson, Ruth Donnelly, Billy Gilbert, John Qualen, Ferdinand Munier, Mary Kelly. **Credits:** Produced, directed and original story by Leigh Jason. Screenplay by Charles Kaufman, Horace Jackson and Grant Garrett. Director of photography, Norbert Brodine. Art direction, Jack Otterson. Musical direction, H. J. Salter.

Plot: Troubles begin when Bowman, son of Lucile Watson, department store manager, becomes interested in Joan Blondell, an employe and secretly the wife of Powell, who is also an employe. Because Joan feels she must handle Bowman carefully in order to hold her job, she goes out with him. In the meantime, Powell is fired. In the end, however, all turns out well.

Comment: Although no "great shakes," "Model Wife" is a diverting marital comedy that should score well with audiences in most situations. The plot, in a sense, is somewhat stereotyped, but it is handled in an entertaining matter by Leigh Jason and competently enacted by Joan Blondell, Dick Powell, Charlie Ruggles, Lee Bowman and Lucile Watson. Because Powell and Blondell are man and wife in real life, their appearance together in this film should arouse a great deal of interest. As part of your selling campaign, conduct a hunt for a local "model wife," a contest on whether or not married women should have a career, and make tieups on household furnishings "chosen by the 'model wife'."

Catchline: "The riotous comedy of a lassy whose classy chassis got everybody into trouble."

Ziegfeld Girl

MGM **Musical-Drama** **131 mins.**

(Prod. No. 130—Nat'l Release, April 25)

AUDIENCE SLANT: (Family) In this musical-drama are all the elements to make it a hit with audiences everywhere.

BOX OFFICE SLANT: It's a "natural," which means that with its cast, director and production values, plus its nation-wide advance publicity, it should score a smash at the nation's box offices.

Cast: James Stewart, Judy Garland, Hedy Lamarr, Lana Turner, Tony Martin, Jackie Cooper, Ian Hunter, Charles Winninger, Edward Everett Horton, Philip Dorn, Paul Kelly, Eve Arden, Dan Dailey, Jr., Al Shean, Fay Holden, Felix Bressart, Rose Hobart, Bernard Nedell, Ed McNamara, Mae Busch, Renie Riano, Josephine Whittell, Sergio Orta. **Credits:** Produced by Pandro S. Berman. Directed by Robert Z. Leonard. Screenplay by Marguerite Roberts and Sonya Levien. Based on an original story by William Anthony McGuire. Director of photography, Ray June. Musical numbers directed by Busby Berkeley. Musical score, Herbert Stothart. Musical direction, Georgie Stoll. Art direction, Cedric Gibbons. Film editor, Blanche Sewell.

Plot: Recruited for the Follies, three girls among others, are warned of the success or heartbreak that may be their lot. Two of the girls, Hedy Lamarr and Judy Garland, find happiness and success. The other, Lana Turner, finds that the jump from Flatbush to Park Avenue, from a department store elevator to jewels, wealth, admirers, cannot bring happiness when she loses her first love, James Stewart. She drinks to excess, loses her job, becomes broke and ill, rises from her sick bed to watch Judy's triumph in a new edition, dies in the theatre.

Comment: "Ziegfeld Girl" should score a smash at the nation's box offices. It is a lavish musical drama with every element to insure its success. Only those who make serious comparisons with its predecessor, "The Great Ziegfeld," produced in 1936, will find this follow-up does not quite measure up to the original. This, however, is only a minor item, for in this story of the triumphs and heartbreak of Follies showgirls is the stuff of which successful audience pictures are made. There are dazzling musical numbers to delight both eyes and ears, there is a well-constructed story and capable performances—what more does a picture need to score? Lana Turner stands out in an impressive cast, followed closely for thespian honors by James Stewart, Judy Garland, Jackie Cooper, Ian Hunter, Charles Winninger. Only Hedy Lamarr, despite the opportunity given her here, fails to be convincing. The two-tone sepia photography is brilliant and at times breathtaking, and Robert Z. Leonard's direction is highly commendable. In view of its advance buildup, what with the recent contest among artists and art students on "Ziegfeld Girl" sketches and the nation-wide tour of the original costumes, not to mention the extensive advertising in magazines and newspapers, the picture will prove a "natural" for many exhibitors. But there are also music shop and fashion tieups, local contests and ballyhoo stunts that will be used by smart showmen who are content only with record-breaking grosses.

Catchline: "Never so much entertainment crowded on the screen before . . . a wealth of magical song hits . . . romance . . . laughter . . . drama."

Penny Serenade

Columbia **Comedy-Drama** **124 mins.**

(Prod. No. not set—Nat'l Release, April 24)

AUDIENCE SLANT: (Family) A heart-warming comedy-drama that's destined to win enthusiastic audience-approval everywhere.

BOX OFFICE SLANT: Certain to chalk up neat grosses, especially where backed with the kind of showmanship it deserves.

Cast: Irene Dunne, Cary Grant, Beulah Bondi, Edgar Buchanan, Ann Doran, Eva Lee Kuney, Leonard Willey, Wallis Clark, Walter Soderling. **Credits:** Produced and directed by George Stevens. Screenplay by Morrie Ryskind. Story by Martha Cheavens. Director of photography, Joseph Walker. Art direction, Lionel Banks. Musical direction, M. W. Stoloff. Film editor, Otto Meyer.

Plot: Irene Dunne and Cary Grant marry, go to Japan. Shocked during an earthquake, Irene loses her first child, learns she can never have another of her own. Back in the States, the couple succeed in adopting a baby, nearly lose her through legal technicalities; then when happiness seems assured, death strikes. Now husband and wife become strangers, divorce is imminent, but a call from the orphanage offering another child for adoption brings them together again.

Comment: The most cynical moviegoer will literally melt before the heart-warming drama, pathos and comedy of this outstanding production. "Penny Serenade" is the kind of picture that "gets" one, makes one enjoy a memorable experience in the theatre sharing the trials of a young married couple who need a child to complete their happiness. A unique quality is the manner in which the story is told: through flashbacks as the young wife plays records which bring back memories of certain incidents. So sincere are the performances of Irene Dunne and Cary Grant, and indeed of the supporting cast headed by Edgar Buchanan, that the situations taking place on the screen seem amazingly real. George Stevens' production and direction is especially noteworthy, for he has made this a picture to be treasured by all who see it. Fortunate are the exhibitors who will play it, for in "Penny Serenade" they have the type of film that wins enthusiastic audience approval, causes word-of-mouth praise. The least they can do is to accord it the outstanding selling campaign it deserves, for with the benefit of carefully planned showmanship, it will chalk up neat grosses everywhere. A national tieup with Victor Records, beauty and fashion tieups, cooperative stunts with local orphanages, promoted merchant cooperative ads—these are but a few of the selling opportunities available to showmen.

Catchline: "A truly heart-warming story you'll treasure for years and years."

Thieves Fall Out

Warner Brothers **Comedy** **72 mins.**

(Prod. No. 516—Nat'l Release, May 3)

AUDIENCE SLANT: (Family) Good stuff for the small towns. Sophisticated audiences will not accept it so readily.

BOX OFFICE SLANT: In small towns, it will make money.

Cast: Eddie Albert, Joan Leslie, Alan Hale, Jane Darwell, William T. Hall, John Litel, Anthony Quinn, Edward Brophy, Minna Gombell, Vaughan Glaser, Nana Bryant, Edward Gargan, Hobart Cavanaugh, Frank Faylen, Wm. Davidson, Etta McDaniel, Tom Kennedy. **Credits:** Associate producer, Edmund Grainger. Directed by Ray Enright. Screenplay by Charles Grayson and Ben Barkson. From the play by Irving Gaumont and Jack Sobel. Dialogue director, Gene Lewis. Art director, Max Parker. Director of photography, Sid Hickox. Film editor, Clarence Kolster.

Plot: Eddie, in love but getting nowhere in business or love, finally hocks his grandfather's legacy on his grandmother's insistence. With it he buys a business which supplies goods his father must have. Complications develop when the legacy is transferred to a racketeer who threatens to kill Eddie's mother to get the legacy. But Jane Darwell, Grandma, straightens everything out satisfactorily.

Comment: This picture suffers principally from a poor title. Instead of being a gangster picture, as one would expect from

(*Continued on Page* 14)

Legion of Decency Ratings

(For Week Ending April 19)

SUITABLE FOR GENERAL PATRONAGE

Sign of the Wolf
Sis Hopkins
King of the White Elephant
They Met in Argentina

SUITABLE FOR ADULTS ONLY

Exile Express
Washington Melodrama
Girl From Havana

The Talk of the Tents Up and Down the Land

Variety Club Notes

Weekly Get-Together of Filmdom's Good Fellows

JOHN H. HARRIS, NATIONAL CHIEF BARKER

NATIONAL VARIETY CONVENTION PROGRAM

THURSDAY, MAY 15TH:

9 to 12 A. M.: Registration of delegates and guests, 11th floor, Traymore Hotel.

12 Noon: Boat Rides and Fishing Parties.

2 P. M. to 5 P. M.: Producer-Exhibitor Forum. Outstanding exhibitors, independent and circuit, together with producers from Hollywood, will conduct a forum at which the producers will answer all questions of theatremen relative to production methods, plans, costs, etc.

5 P. M. to 8 P. M.: Sightseeing; wheel-chair trips; private dinner parties, etc.

8 P. M.: Monster Boxing Show, Battle Royal, Female Wrestlers and surprises at the Auditorium. This event is under the direct supervision of Leon Rains, Boxing Commissioner of Pennsylvania.

FRIDAY, MAY 16TH:

10 A. M. to Noon and 2 P. M. to 5 P. M.: Business session in the Grand Ballroom of the Traymore Hotel. Over twelve hundred Barkers, distinguished guests and local civic leaders will assemble to hear the reports of the various Tents on their charitable activities for the past year and their plans for the present year. The convention will be told how much money was expended for such activity and each Tent will make its charity pledges for fulfillment between this date and the next annual convention. Roll call will determine the winners of the two attendance trophies for this convention. Election of national officers for the next year. All other business of the convention will be acted upon at the afternoon session of the meeting.

7:30 P. M.: Variety Club Night of Nights at Westminster Room of the Hotel Chelsea. This will start with a monster buffet supper with selections from a buffet containing a thousand and one different dishes including sea food, for which Atlantic City is famous, and running down to an assortment of desserts and drinks. Tables will be set up all around this tremendous room and entertainment will occupy a special raised stage at one end of the room together with a well known band. Harry Mayer of New York will arrange a special show consisting of outstanding talent from New York. During this evening the Calcutta Pool will be conducted by Bob O'Donnell auctioning off the players for the Saturday morning, National Variety Clubs Golf Tournament of Champions. The Committee on special events will provide every conceivable form of fun and games for the assembled Barkers and guests to prove they can make it bigger and better than Dallas' famous party.

SATURDAY, MAY 17TH:

8 A. M. to Noon: National Variety Golf Tournament. Players from every Tent will compete for not only the Variety Club Trophies, but for over 20 special, valuable prizes which were donated, one from each Tent and none costing less than $25.

Noon to 2 P. M.: Monster Boardwalk Parade. Bands, floats, Barkers in costumes popular in their respective home territories such as cowboys from Texas and Oklahoma, Puritans from New England, circus performers of the Variety Circus, etc. The parade is expected to extend for several miles and will terminate at the Atlantic City Auditorium.

2 P. M. to 4 P. M.: Immediately following the parade a gigantic circus will take place inside the Auditorium Building where over a thousand Barkers and guests will play hosts to several thousand institutional kiddies and in addition free admittance will be given to ALL children of Atlantic City, or visiting children. For this event the national organization has authorized Harry Mayer, chairman of the entertainment committee, to engage a complete circus for a two-hour show and containing every element essential for a real two-ring circus.

4 to 6:30 P. M.: United Artists Cocktail Party. This will be the only major company sponsored event of the entire Convention. United Artists, through Arthur Kelly, Murray Silverstone and Harry Gold, offered the party and the convention committee accepted with thanks. Executives, producers, stars and special personnel of the United Artists Corp. will be present to see that the Barkers and their guests have a good time.

7:30 P. M.: Final Banquet. Grand Ballroom, Traymore Hotel. This is the high spot of the entire convention meeting. On the dais will be men outstanding in their respective fields. Dignitaries from Washington, sales and head executives from the home offices, circuit chiefs, production and distribution heads, stars of stage, screen and radio. High light of the banquet will be the annual presentation of the Humanitarian Award which will not be announced prior to the actual presentation in the ballroom. The award last year was won by Miss Martha Berry and the year before by Father Flanagan. The orchestra will be conducted by a well known symphony conductor and the national anthem will be sung by a famous star to be announced in a few days. Complete details for the banquet, together with a special program for this event, will not be available until about May 1st. At that time the toastmaster and special honor guests at the top dais will be made known. A unique feature of the banquet will be the triple-stepped dais facing the immense banquet hall tables. This arrangement was found necessary to take care of the large number of important industry people who will attend in addition to the special guests from Hollywood and other key centers throughout the United States.



The Golf Champ

Johnny Howard, Chief Barker of the Detroit tent and the trophy which he won in the National Variety Golf Tournament last year. He will defend it this year and if he can win it and then repeat next year, the trophy is his.

Supplementing the list released last week, the following have made known their intention of being present at the Variety National Convention in Atlantic City on May 15th to 17th:

Spyros Skouras, head of National Theatres; Robert Wilby of Wilby-Kincey Circuit, Atlanta, Ga.; Henderson Richey, Tom Connors, Ted O'Shea and Howard Dietz of Metro-Goldwyn-Mayer; George Schaefer, Ned Depinet of RKO; Nate Blumberg, Bill Scully, Frank McCarthy of Universal; Postmaster-General Frank C. Walker.

Tent No. 1—Pittsburgh

The Saturday Jamboree held in the club rooms is going over very successfully. The barkers and their friends seem to enjoy this new activity.

Barkers Harry Feinstein of WB Theatres and Ben Amdur of the Garden Theatre left Friday on a cruise.

Sherman Gregory, formerly of Station KDKA and now in charge of operations on all NBC owned stations, visited the club last Saturday. Bert Stearn, District Manager for United Artists, was in town for a short time this past week.

All of the barkers of Tent No. 1 were glad to hear of Abe Weiner's promotion to Branch Manager of United Artists' Boston office. Tentative plans call for a testimonial dinner for Abe on May 12. The club welcomes his successor, Nat Beier, formerly of the United Artists New York Exchange.

Mark Goldman, local manager for Monogram, and Mrs. Goldman are in Florida for a vacation. National Chief Barker John H. Harris left this week for the Coast.

Tent No. 3—Cincinnati

It was quite an exciting night at the clubrooms on Easter eve, when genial Arthur 'Colonel' Frudenfeld brought up most of the cast of "Red, Hot and Beautiful," current attraction at the RKO Shubert. Under the supervision of the show's producer, Harry Howard, the performers went through some unrehearsed routines that were very amusing as well as clever. A good time was had by all concerned.

It now comes to our attention that the sobriquet "Colonel" attached to Arthur Frudenfeld is not that of a member of the unexisting army of the Commonwealth of Kentucky, but rather was appended to him while he was managing the big theatres in St. Louis and at the same time conducting a program in which he was featured as "Colonel Applesauce."

Many important features were discussed and acted upon at the Board Meeting last Monday night. Things pertaining to the good and welfare of Variety received the most attention.

The selection of candidates representing Tent 3 to the national convention also came in for just consideration and the fortunate ones will be announced in the very near future.

A repetition of the World Series Nights existing at the clubrooms last fall during the Detroit-Cincinnati series for the highest baseball honors were duplicated Tuesday night, April 15. The occasion was the opening game of the National League between the Cincinnati Reds and St. Louis Cardinals. And do Cincinnati fans take their baseball seriously!

Tent No. 5—Detroit

Tribute to Lew Wisper and Frank Wetsman, owners of the largest independent circuit in the city, was paid last Saturday by Variety at a Frolic at which they were guests of honor. Attendance was among the biggest of the year's gatherings for the local tent.

Joe La Rose, manager of the Eastown and Roosevelt, and Daniel J. Lewis, booker for the circuit, were among those of the W and W staff actively promoting the affair, which included three separate floor shows, with no acts repeating, in the biggest bill of variety talent seen in a long time.

Friday was to be an unofficial gathering of Variety, when the Barkers will gather at Briggs Stadium, for the opening baseball game of 1941. A block of tickets for the Club has been reserved, and Jack Saxem, the Dough Guy, is handling reservations. Indications are that something approaching a 100 per cent turnout will be present for the big annual event.

Al Wagner of the Wagner Sign Company is boasting plenty over the scores set up by the Co-Operative Theatres bowling team—Film Bowling League season is all but finished, and the final race is unusually close, with three teams practically tied for first place.

George McArthur, supply man, is adding a new sound line. Harry Mason is the engineer in charge. J. C. Ritter, former president of Allied States, Mrs. Ritter, and son Delno A. Ritter, who runs the Rivola, are all back from Florida.

Charlie Perry, ex-Chief Barker, is back from Mexico, growing a mustache to resemble a cactus.

Tent No. 6—Cleveland

About 27 barkers attended a recent Monday night stag dinner. Guest speaker was Captain Curley Wilson, Superintendent of the Cleveland Zoo. The hosts were Barkers Frank Drew and Charles Raymond of Loew's. Some of the guests who attended the dinner were Barkers Jack Sog, Eddie Brauer, Charles Deardourff, and Lou Marks of Metro; "Buck" Stoner, Metro Pittsburgh Branch Manager; George Lefko of RKO; Emil Fetcho of the *Cleveland Press;* and Jack Jossey and guest.

Dick Cleary, former steward, is doing very nicely in his new position at Republic.

Among those who have just returned from Florida are: Frank Gross, Joe Levitt, Joe Trunk of Youngstown and L. C. Gross. H. R. Skirball left April 10th to join his family in Florida. Eddie Sonz of Cincinnati, is in Cleveland.

A sketch written by Barker Robert Desberg was dramatized over radio station WHK recently. The title of the sketch was "Why Should I Make a Will," and was sponsored by the Cleveland Bar Association.

The Annual Variety-Cleveland Baseball Club luncheon was held in the Statler Hotel Ballroom on Monday, April 14th, at 12 Noon. Kings for the Day were Barkers Meyer Fine, John Kalafat, Izzy Rothstein and Frank Drew. Ed Bang was the Master of Ceremonies. The entire Cleveland Baseball club were guests at the luncheon—from Bob Feller down to the newest players and rookies.

Bernard Kranze and Lou Blumenfeld, branch manager and assistant manager of RKO, respectively, were instrumental in organizing a Stag Bachelor dinner for Charlie Boasberg, at the Hotel Belmont. Thirty-five people were present and a "swell" time was had by all.

Tent No. 12—Minneapolis

Twin City Variety Club members are hard at work selling tickets for their big social event of the year, the grand ball and supper dance at the Hotel Nicollet, May 10. Tickets are $5 per person and the net proceeds will be devoted to the club's chief charity project, the Milk Fund.

As the date for the national convention in Atlantic City approaches, more and more members are planning to make the trip. It's estimated that the Twin City party will number at least 25.

Chief Barker Ben Blotcky sent a special invitation to members of the "Du Barry Was a Lady" company to make the clubrooms their headquarters during their Minneapolis stay. The banning of the show by Mayor George E. Leach, however, spoiled plans for a party for the troupe.

A visitor to the clubrooms was Dr. Donald F. Bowers, supreme surgeon of the United Commercial Travelers. He's a member of the Columbus tent.

Eddie Ruben and Lowell Kaplan entertained for Bess Crane, Welworth circuit secretary, in the clubrooms on the occasion of her birthday.

Tent No. 13—Philadelphia

Dr. Leon Levy, Chief Barker, is fully recovered from a strep. throat ailment. Reservations are pouring in for Variety Clubs of America Annual Convention in Atlantic City. Earle W. Sweigert, General Chairman of the Convention and Barkers William A. MacAvoy, Charles Goldfine, Henry Friedman, Elmer Wilschke, met Executive Chairman John Harris in Atlantic City and ironed out many of the little wrinkles that cropped up. New members welcomed to the Variety Club of Phila. are Abe and Louis Rovner, exhibitors, Harry Waxmann, an exhibitor in Atlantic City, William Goodwin, and James Dalton; as associate member, Saul Krugman, United Artist salesman, transferred from Washington tent.

Tent No. 17—Dallas

A recent visitor to Dallas was Spyros Skouras, head of the 500-theatre Fox-West Coast chain, who addressed members of Tent 17 on behalf of the Greek War Relief Association at a special luncheon held in the Adolphus Hotel clubrooms last Friday.

Monday, April 14, saw one of the largest turnouts in the club's history for a regular luncheon when the Palm Garden of the Adolphus Hotel, accommodating two hundred and twenty-five, was taxed to capacity. Occasion was Tent 17 playing host to most of Dallas' official family at city hall. The program was handled by Mayor Woodall Rodgers who introduced members of the council, the chief of police, the city judge and other important officials including city manager James Aston who leaves the administration immediately as a selectee to do a year's service in the army.

Friends of Barker Ray Beall, Interstate advertising executive and chairman of Tent 17's publicity committee, will be happy to hear that he has been discharged from the Medical Arts Hospital. Ray plans a little vacation and expects to be back on the job shortly.

Also taking a much needed vacation is Bob O'Donnell who flew to Mexico City Sunday. From Mexico City he plans to fly to Acapulco, famous fishing spot on the West coast of our neighbor Republic below the Rio Grande.



Rudy Berger Honored

Rudy Berger, recently appointed district manager for MGM, was honored at a testimonial dinner at the Willard Hotel in Washington last week. There were 270 exhibitors present and among the speakers were those pictured above. Left to right are John Payette, Warner Bros. zone manager; William F. Rodgers, MGM general sales manager and the guest of honor himself. Universal's sales manager William A. Scully also spoke.

Tent No. 21—Atlanta

Spring is not the only thing in the air down here in the "you all" country. There are rumors of a big national Variety convention to be held in Atlantic City soon and many of the Barkers are straining at the leash, anxious to be off and at this point it looks like Atlanta might send around 50 delegates to the doings.

Barker Harry Ballance who has taken on the duties of rounding up the Barkers and making all arrangements, states that his business endeavors for the past year, on behalf of the club, has proved so profitable, that in addition to paying the traveling expenses for all resident and non-resident Barkers who can make the trip, he has turned over to Chief Jenkins a check for $6500 for the charity fund which represents a surplus. This amount has swelled the charity fund now in the bank to $15,000 and while this money is reposing in the bank club officials are busy figuring on a definite charity which will take the entire sum.

Barker Lionel H. Keene on Monday, April 7th, put on one of the best monthly meetings yet seen since the club was organized. He had a great floor show featuring kiddies, he had a great speaker in the person of Judge Edgar Watkins, and his efforts in advance brought out a large crowd with a noticeable sprinkling of Barkers' wives. The Atlanta tent is one of the few in the country which encourages its "wimmen" folks to turn out for these monthly meetings.

First public recognition of the Atlanta Variety Club has come in the form of a benefit bridge party staged this week by the Atlanta Better Films Committee under the direction of the president of that organization, Mrs. O. D. Bartlett. Money derived from the party which was to be staged in a big way, was to be turned over to Tent 21's Heart of Variety Committee for charity work.

Next regular monthly meeting will be held Monday, May 5th, with Barker Gus King as "King For A Day." A great meeting is being planned.

Tent No.22—Oklahoma City

Chief Barker Louis C. Griffith has returned from his home in San Antonio, and one of the very first duties that he had to perform, was acting as pall bearer for his brother's funeral. Then he was present at the Shrine Ceremonial and as Potentate, conferred the cold sand ceremonies upon three new novices.

Barker W. W. Walthall of Dallas was a visitor the past week, but has returned back to Dallas, where he claims to reside when he is not globe trotting elsewhere.

Chief Barker Griffith and Horace Falls will soon be enroute to the national convention as delegates from Tent 22, of Oklahoma City.

Tent No. 24—Charlotte

This week the Charlotte Variety Club is divided. Not in the sense of animosity, but in a spirit of friendly competition.

The charity show to be held at the Dilworth Theatre on May 9th is the big item of the week. Tickets are being sold at $1.00 entitling the holder to participate in the award of a Buick auto if he or she should hold the lucky number on their ticket. In other words the club has been split into four teams for the ticket sale and the competition is keen, as the losing team must buy the dinners for the winners. Hal Keeter heads team "A" comprising the barkers from Warner Brothers, Paramount, National Theatre Supply and the Amitym Theatres. Olin Mock, leads the "B" team, consisting of the 20th Century-Fox boys, Universal and United Artists. Ray Ervin is the gang leader of team "C" supplied from the go-getters from Metro, Republic, and Monogram. George Roscoe is the Captain of team "D" bringing up the rear with Columbia, RKO and National Screen Service. The result of the first week's drive is very gratifying and it looks as though each team will more than bring in their quotas before the big event.

Guests of the week included Claude A. Lee of Washington, D. C., Barker H. B. Moog, of Atlanta Tent No. 21, J. Don and Mrs. Alexander of Dallas Tent No. 17, as the guests of Bob Simpson and Mr. and Mrs. George Harris of Raleigh who were entertained over the week-end by the Tom Baileys. W. C. Carmichial, of the Atlanta Tent, also dropped in to entertain the boys with some of the funniest stories heard in these parts for many months.

Barker Dick Pitts, of the *Charlotte Observer,* is back in action after a siege of strep. throat. Making his first appearance in several weeks he showed up with one of the most beautiful sets of chess it has been our pleasure to see. He not only challenged every member of the club, but has threatened to start a tournament. Chess players are rather scarce around the club and it is possible that he will have to settle for poker or bridge.

Al Burks has returned from New York after spending some time with his mother who is ill. He reports that she is well along the road to recovery.

The Box Office Slant

Thieves Fall Out

(*Continued from Page* 11)

the title, it is instead a light and frothy comedy of the family type. Although the stories are entirely different, its appeal is the same as the last picture in which Albert and Joan Leslie appeared together: "The Great Mr. Nobody." It gets a few chuckles and has a few very broad innuendoes about prospective pregnancy which will make it unsatisfactory fare for children. Performances are good, especially that of Jane Darwell as Grandma. Direction is speedy and leaves nothing to be desired for this type of picture, which is best suited to small town audiences.

Catchline: "It's a tough world for the Milquetoasts."

Voice in the Night

Columbia **Drama** **83 mins.**

(Nat'l Release Date Not Set)

AUDIENCE SLANT: (Adult) Aside from the difficulty which American audiences may have in understanding the English accents, the picture should prove to be interesting screenfare.

BOX OFFICE SLANT: Should equal the business of most of the other anti-Nazi pictures.

Cast: Clive Brook, Diana Wynyard, Ronald Squire, Joyce Howard, Derek Farr, John Penrose, Raymond Huntley, Bernard Miles, H. Marion-Crawford, Reginald Beckwith, Morland Graham, Abraham Sofaer, Clifford Evans, Katie Johnson, Muriel George, Gibb McLaughlin, George Hayes. **Credits:** From the original story, "Freedom Radio" by Wolfgang Wilhelm and George Campbell. Story by Louis Golding and Gordon Wellesley. Scenario by Roland Pertwee and Bridget Boland. Screenplay by Jeffery Dell, Basil Roon and A. DeGrunwald. Directed by Anthony Asquith. Photography, Bernard Knowles. Editor, Reginald Beck. Art direction, Paul Sheriff.

Plot: The story takes place in Nazi Germany just before the outbreak of the War. Brook, a doctor, is married to Diana, who becomes Reich Director of Pageantry. But Brook cannot subscribe to the Nazi way of doing things and so starts the Freedom Radio, although opposed by his wife. In the end her brother leads the Storm Troopers who kill them both in the middle of a broadcast.

Comment: A powerful document, this picture is a fine addition to the anti-Nazi cycle of pictures. The fact that all the characters have markedly Oxonian accents is possibly the only fault that can be found with the picture as far as audience enjoyment is concerned. Until one gets used to them, it is hard to understand most of what is said. The picture is a trifle slow getting under way, but the many characters must be established and the running time of 83 minutes does not seem too long for the subject matter. Performances are good, with Brook and Diana Wynyard outstanding in the leading roles. There is a tenseness about the picture which has seldom been equaled and which can be favorably compared to that in "Night Train," also a British product. Sell it through records in the lobby imitating the "Freedom Radio." Use all the newspaper stories about illegal broadcasts in Germany on a lobby board.

Catchline: "Men risk lives for freedom."

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs
of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

The Invisible Ghost

(Hollywood Preview)

Monogram **Horror** **64 mins.**

(Nat'l Release, April 25)

AUDIENCE SLANT: (Adult) Okay for the "horror" fans.

BOX OFFICE SLANT: Will fit in as supporting fare on duals.

Cast: Bela Lugosi, Polly Ann Young, John McGuire, Clarence Muse, Terry Walker, Betty Compson, Ernie Adams, George Pembroke, Ottola Nesmith, Fred Kelsey, Jack Mulhall. **Credits:** Directed by Joseph H. Lewis. Photography by Marcel Le Picard. Film editor, Robert Golden. Story and screenplay by Helen and Al Martin. Produced by Sam Katzman.

Plot: Bela Lugosi has been committing murder, unconsciously. Unaware of his complex, he aids the police in trying to solve the crimes. He is finally trapped when his long-lost wife appears, causing him to become hypnotized, in which condition he attempts another murder. The mystery as to who has been doing the killings is solved.

Comment: This latest "chiller-diller" should satisfy the type of audience who go in for that particular style of entertainment. Despite its low budget, the picture is well made in every department and maintains interest from beginning to end, due mostly to the fine work of the cast. As in most horror films, everything possible has been put into the script, from wholesale murder to a corpse coming back to life. Bela Lugosi, playing a Dr. Jekyll and Mr. Hyde role, delivers a nice performance as the menace. Others in the cast, who perform well, are John McGuire, Polly Ann Young and Clarence Muse. Direction is on a par with the rest of the production. Sell it to the horror fans with all the usual eerie props. A series of "warning" teaser ads could be used in your local newspaper. A man dressed as a ghost (in a long sheet) would attract attention, out front or traveling around town.

Catchline: "A kindly killer on the loose."

Washington Melodrama

MGM **Drama** **80 mins.**

(Prod. No. 131, Nat'l Release, April 18)

AUDIENCE SLANT: (Adult) It's enjoyable screenfare, with the glamorous background of the nation's capital to make it more interesting.

BOX OFFICE SLANT: Should do better than the average program attraction.

Cast: Frank Morgan, Ann Rutherford, Kent Taylor, Dan Dailey, Jr., Lee Bowman, Fay Holden, Virginia Grey, Anne Gwynne, Sara Haden, Olaf Hytten, Douglas Dumbrille, Cliff Clark, Hal K. Dawson. **Credits:** Directed by S. Sylvan Simon. Produced by Edgar Selwyn. Screenplay by Marion Parsonnet and Roy Chanslor. Based on a play by L. Du Rocher MacPherson. Director of photography, Harold Rosson. Art director, Cedric Gibbons. Film editor, Gene Ruggiero.

Plot: Morgan, a millionaire, who is trying to get food to occupied Europe, is lonesome because his family is traveling. He unexpectedly finds companionship with a night club girl, but she is murdered just after he has said farewell to her. He is afraid of scandal and especially so because the editor of the newspaper opposing his cause is engaged to his daughter, but is first a newspaperman. Evidence linking him with murder is almost revealed, but Ann Rutherford, the daughter, with assistance from Taylor, the editor, discovers the real murderer.

Comment: A good murder mystery with a fascinating background makes entertaining screenfare, and "Washington Melodrama" does not belie its name in any respect. Morgan is excellent in a part somewhat unusual for him because it requires no comedy. The rest of the cast, several of whom are familiar from the Judge Hardy series, give excellent performances in every respect. The picture is beautifully mounted and to add interest, there is an Aquacade sequence directed by Lottie Horner, which is beautiful to behold. Selling angles can include something of the controversy over feeding victims of war-torn Europe and tieups with travel agencies, especially Pan American Airways.

Catchline: "Murder in the whirl of world affairs in the nation's capital."

When Clocks Advance Do Something About It

At 2 A.M. on Sunday, April 27, the clocks in many communities will be advanced one hour, and thus Daylight Saving Time will begin, to continue throughout the Summer.

If the clocks in your town are moved up, you know from past experience that your business suffers from loss of patronage during the evening hours. More time is given people to play in the open, and by the time they get home, it's around 9 o'clock and they figure perhaps it's too late to go to the show.

Those who do attend a performance under these circumstances generally make it the last one, with the result that the early evening performances play to a lot of empty seats.

Wise showmen will have to do something about it. For one thing, they can boost the economy of attending an early evening show when the prices are lower. They can get the populace into an "early minded" mood with a trailer bearing this copy (thanks to the exploitation bulletin published for Warners' Chicago and Wisconsin theatres):

"It won't be long now . . . until . . . the sinking sun won't mean a thing . . . because Daylight Saving Time starts Sunday, April 27. Make your plans to attend the early shows. Of course the sun will still be shining, but time will be a-wasting. Our new schedule for Daylight Saving Time is approximately the same as for the present time. Don't let the sun fool you. It's always Good Show Time at the Blank Theatre."

Notices of early evening bargain shows should be posted around town in the form of window cards and posters. Along the highways and near sporting clubs and summer resorts these same notices should be in evidence.

Twelve Warner Features a Year To Be Plugged by Hat Manufacturer

A large-scale national tieup has been arranged by Warner Bros. with the Byer-Rolnick Company of Garland, Texas, manufacturers of men's hats, for cooperative promotional campaigns on at least twelve Warner pictures each year, over an extended period. Harry Rolnick, vice-president of the Byer-Rolnick Company, is specially designing hats for wear by Warner stars and feature players in the company's pictures and for the promotional campaigns.

The first picture to be plugged will be "Navy Blues," service musical currently in production with Ann Sheridan, Eddie Albert, Martha Raye, Jack Oakie, Jack Haley and Kate Smith in the leading roles. Eddie Albert will be featured in ads to appear in *Esquire* and several hundred newspapers, window displays and spot announcements over local radio stations throughout the country.


GREAT
is the word for it!
THE GREAT AMERICAN BROADCAST

"I'VE GOT A BONE TO PICK WITH YOU"

Alice
FAYE
Jack
OAKIE
John
PAYNE
Cesar
ROMERO

The gay, tuneful story of the courageous, talented people who first filled the air waves with song and laughter!

THE GREAT AMERICAN BROADCAST

with
MARY BETH HUGHES · NICHOLAS BROTHERS · WIERE BROTHERS
THE FOUR INK SPOTS
Directed by Archie Mayo

Associate Producer Kenneth Macgowan · Original Screen Play by Don Ettlinger and Edwin Blum, Robert Ellis and Helen Logan · Dances staged by Hermes Pan

20th CENTURY FOX

Lyrics and music of the smash hit songs by Mack Gordon and Harry Warren

"IT'S ALL IN A LIFETIME" "LONG AGO LAST NIGHT" "WHERE YOU ARE" "RUN LITTLE RAINDROP" "THE GREAT AMERICAN BROADCAST"

PRINTED IN U.S.A.

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Devil and Miss Jones	This Issue
Girl, A Guy and A Gob	Mar. 8
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Lady From Cheyenne	April 12
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Philadelphia Story	Jan. 25
Sis Hopkins	April 5
Son of Monte Cristo	Dec. 28
Thief of Bagdad	Dec. 14
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1

Exhibitor Uses 'Mysterious Cowboy' Stunt to Ballyhoo 'Back in Saddle'

Carl Moore of the Ohio Theatre in Van Wert, Ohio, got behind the Gene Autry musical western, "Back in the Saddle," with a "Mysterious Cowboy" stunt which attracted a lot of favorable attention at the box office.

Moore arranged for a large cooperative ad, which appeared in the *Daily Times- Bulletin,* captioned "Gene Autry Comes to Town in the 1941 Sensational First-run Feature, 'Back in the Saddle'." The copy announced forty free tickets, which were distributed in the stores sharing the cooperative ad. Patrons were asked to walk up to the man they thought was the "Mysterious Cowboy," and to ask, "Are You Gene Autry, who appears in 'Back in the Saddle' at the Ohio Theatre on Sunday, Monday and Tuesday?" If they picked the right man, they received a free ticket.

This stunt is of course a variation of the give-away idea, but the "Mysterious Cowboy" angle was new and a definite attention-getter.

Gets Producer to Address Drama School, Wins Free Space in Dailies

Starting his campaign four weeks in advance of the opening of "So Ends Our Night," Bob Russell, manager of Loew's Poli in New Haven, climaxed his efforts by arranging to have Producer Albert Lewin address the Yale Drama School. There was plenty of free space in the local dailies.

Highlighting Russell's very effective campaign were his four different tie-ups with Radio Station WELI, which included a 15-minute interview with Lewin, and a sponsored "Man In The Street" Quiz Program.

Russell also arranged for the distribution of 1,000 appropriately imprinted fan magazines to Poli moviegoers. A selected mailing list was contacted one week in advance of play-date. Special pictorial lay-outs were obtained in the local dailies as well as in suburban newspapers.

Mickey Rooney Photo Break

A photo of Mickey Rooney in sheepskin, being graduated from Carvel High in his role as Andy Hardy, was good for a half-page in the Sunday amusements section of the Dayton *Journal-Herald* as part of the "Andy Hardy's Private Secretary" campaign put over by Sam Gilman, Loew's.

Eddie's Goodwill Acts Get Newspaper Space

Some time ago STR printed an article revealing the good-will activities of Eddie Selette, manager of the Albany Theatre, Albany, N. Y. Well, Eddie is still pursuing those activities, and they have become so notable that the local newspapers have taken stock of them.

Here is an example:

"Theatre managers always have to be on their toes these days in the promotion field. Eddie Selette . . . in every town where he has been, has installed a parking space for baby carriages, space permitting. Ed first got the bright idea some ten years ago, when he noticed women bringing babies into the show in the afternoons, and, upon investigation, found out he could get additional business if he provided a place for mothers to park the go-carts. In later years, Eddie turned one of his rooms into a nursery, with a nurse in attendance, so that parents who must see their movies, but could not leave their offspring home with grandparents, etc., could 'roll their own'."

Managerial Headaches

And here's another, labeled "Managerial Headaches":

"Only the other day, a mother attending a performance at the Albany Theatre was much embarrassed when her infant began to cry. One of the ushers got an empty milk bottle from the mother, went around the corner and brought back some warm milk which had the desired effect. A good time was had by all."

Still another incident was highlighted by De Witt Schuyler in his Spotlight Around Albany column:

"People are always losing things in the theatre, but the topper in this department happened the other night at the Albany when an elderly couple sought out Eddie Selette, the manager, and told him the old gentleman had lost his false teeth.

Store Teeth Lost

"Seems he thought he put them in his pocket . . . but they must have dropped on the floor. The usher had a look around but couldn't find them, but since the old fellow faced the dreary prospect of existing on soup (and man cannot live on soup alone, as the boys in the back room say) Eddie had the aisle roped off.

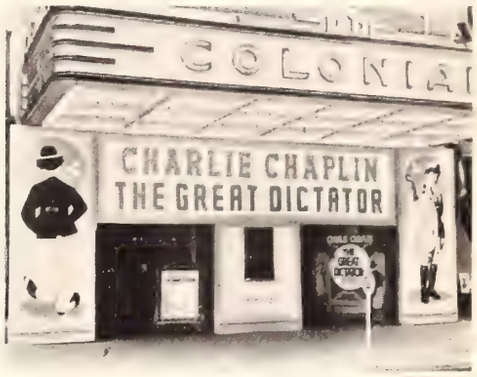
"Then, after the show, the lights were turned on, and the store teeth were located . . . and immediately dispatched to the old gentleman, with the compliments of the house."

Although this item doesn't come under the "goodwill" heading, it shows what can happen in a theatre in these days of women's extreme millinery fashion:

. . . And Those Silly Women's Hats

"The gals had better keep an eye on those tiny hats they're wearing nowadays. A male patron coming through the theatre aisle, reports Eddie Selette, was practically out the door before he discovered such a hat had been caught on his overcoat button and he was carrying it away."

When a newspaper columnist records these items in his column, they *must* be worth while and deserving of attention. They at least prove one thing: that Eddie is on his toes and that every effort he expends toward the comfort and well-being of his patrons is repaid in the end with faithful and continued patronage.



It Speaks for Itself

This attractive, colorful front on Charlie Chaplin's United Artists release, "The Great Dictator," was arranged for the showing of the film at the Colonial Theatre, Allentown, Pa., by Publicity Director Nick Todorov. It speaks for itself.

Exhibitors, Clergy Present at "Men of Boys Town" Screening

A trade screening of "Men of Boys Town" which was attended by exhibitors and members of the priesthood and press was held recently in Lewistown, Pa. The affair was arranged by MGM's exploitation representative for exhibitors east of Altoona and west of Harrisburg.

A buffet luncheon followed the screening.

Those in attendance included T. J. Hickes, Saxon; L. J. Allison, Allison circuit; Sara McBride, Newport; Eliza Ligget Mifflin; George Sullivan, Clifton, Huntingdon; George Ickes Duncannon, Fox Theatre; Mr. and Mrs. W. W. Interrante, Rowland, Phillipsburg; Preston Rittenhouse, *Lewistown Sentinel;* Mr. and Mrs. Dave Murphy and son, State, Altoona; Mr. and Mrs. Charles Underhill, RCA representative, Pittsburgh; Mr. and Mrs. J. C. Shapiro, Shapiro, Mt. Union; Mr. and Mrs. Charles R. Blatt, Blatt circuit; Mr. and Mrs. Emil R. Barnett, Senator Theatre, Somerset; Rev. J. A. Kerkoson, Mt. Union; Rev. J. P. Klimas, Sacred Heart Church; Father Owen Riley, Lewistown Sacred Heart Church; Father Myles A. Volmer; Mrs. Paul O. Klingler and Mrs. C. B. Henderson.

Charninsky Makes Unique Offer to Newlyweds as Plug for Picture

For the engagement of "Honeymoon for Three" at the Rialto Theatre, Dallas, Texas, Manager Louie Charninsky placed a "personal" ad in the newspapers inviting a couple to be married on the day of the opening to be his guests. He offered also to furnish the couple with transportation, dinner, dancing and a room for the night at a local hotel.

The stunt caused much comment, and the newspapers devoted publicity stories to it. Charninsky doesn't report whether he had any takers or not, but "yes" or "no," its unique aspect was enough to make it a swell business-builder for "Honeymoon for Three."

Window Peephole Stunt

Manager David Lackie of the Sunkist, Pomona, put a vacant store window to work in creating interest in "The Invisible Woman." Persons peeking through the window saw a life-size cutout of blonde Virginia Bruce. A sign on the window read: "See the Invisible Woman."

Program Exchange

Ye Ed Passes Through Cities In Which Members Reside; Movie Guide's Memory Test

SINCE we last discussed programs with members, we've been away on a visit to the great mountainous spaces of the East. We were among those who traveled to Littleton, N. H., for the world premiere of Bette Davis' "The Great Lie," and during the trip we passed through Bridgeport and Windsor Locks, Conn. At these places we wished we could stop to visit with Michael Carroll at the American Theatre and with David Magleora at the Rialto Theatre. But the train just wouldn't stop, so all we could do was to get fleeting glimpses of these communities. Passing through Springfield, Mass., we couldn't help but wish we could stop at the Arcade Theatre and say "Hello" to Norman Prager. Only one Program Exchange member have we in New Hampshire—F. H. Cahalan of the Magnet Theatre, Claremont—but we by-passed him by just a few miles.

But we do know that New Hampshire is a beautiful state, and we can well understand why its residents declare they would live nowhere else. And yet only one member is from that state. We'd certainly like to hear from more showmen up that way, because there must be many who issue theatre programs. New Hampshire exhibitors, let's hear from you.

A Creative Public Service

We have just received a copy of the East End Echo, a paper published "as a creative public service" in the East End (of Toronto, Can.) by the editor and the associated presses with the idea of ensuring the close cooperation of the local merchants and the local residents within the East End and the Main Street community." The paper comes from Sam Campbell of the Ideal Theatre. We don't know who acts in the capacity of editor. At any rate, the paper has an abundance of advertising, and the Ideal is well represented. We'd like to have more details from Campbell or Manager Tom Pringle.

A weekly "Who Is This Star" contest is being conducted through Movie Guide, the publication for Shea Theatres in western New York. Each week a picture of a movie star or character player is reproduced, and readers are to answer five questions, similar to these: (1) Name the star pictured here. (2) Name at least five of his pictures. (3) About how old is he? (4) In what country was he born? (5) What has the City of Washington and the star in common? A first prize of $5 is offered for the neatest, most accurate and original entry. Guest tickets comprise the other awards. In the issue sent us, the player pictured was Donald Crisp. If you're looking for something to pep up your program, why not grab this idea? Your film exchanges will surely cooperate with you in obtaining pictures and biographical material about the stars.

Last week we mentioned how lucky Bill Justice was, now that he is a Warner Brothers player. Now in Cinemag, with which he was formerly associated down in Paragould, Ark., they've sought to prove it by reproducing a photograph of lovely Susan Peters, a Warner starlet, who appeared opposite him in his recent screen test. Gosh, now Bill'll forget all about the Program Exchange, and we can't say that we blame him.

Quite appropriately, the new issue of Cinemag carries an art layout on Easter fashions as worn by Ida Lupino, Shirley Ross and Jane Wyatt. We shall expect to see some fashion photos in other programs. Incidentally, we just noticed an item which states that Justice has been cast as a recruit in "Flight Patrol," which features James Stephenson, Ronald Reagan and Julie Bishop. So be looking for him in that picture when it's released.

They're calling W. S. Samuel "The King of the Heralds," according to an item he sent us culled from the house organ of a trailer company. If you've followed this department closely, you can well understand why the Port Neches, Texas, exhibitor has been so dubbed. His heralds or programs are indeed clever and attention-getting. For ourselves we'll call him the "Prince of the Programs."

M. H. Alger of the Marius Theatre, Lakeview, Ore., has made an appropriate booking for Mother's Day, it is revealed in his monthly calendar. The picture is "Four Mothers." Although he'll be playing it a little late, the tie-up is so good that it's easy for showmen to understand why he waited.

This is where we came in, and it's where we're going to leave you until next week. We're hoping for a pile of Easter programs. Hope we're not disappointed.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

Out of the Kitchen

Supper is over. No romance in a dishpan. No! So why let mother do the dishes alone? Dad and Sonny will help—six hands now and good seats much sooner at the Rex.

Much of our evening's entertainment depends upon the careful selection of the Theatre. What Theatre? You need not give it a thought.

The Rex is the Theatre that you can always depend upon to give you an entertaining program.

Another day in the Rex is different, so may we suggest that you get out of the kitchen and into the world?

Music During Intermission

Music is restful and soothing. Do you provide it for your patrons during intermission? Manager Bob Weeks of the Stadium Theatre, Los Angeles, plays recordings from coming productions, augmented with slides announcing the engagements. The practice has proven very successful, he reports.

1902 Gas Buggy Stops Traffic As Krisch Exploits 'Strawberry Blonde'

A 1902 buggy-style car was displayed in the lobby of the Midwest Theatre, Oklahoma City, as part of the campaign put on by Manager Julius J. Krisch for the showing of "Strawberry Blonde."

On the opening day the car, made by Sears Roebuck, was moved to the street, where it was occupied by a couple dressed in authentic period costumes. Driven throughout the business section, the car literally stopped traffic, both pedestrian and motor. It carried a 1941 license plate and was in charge of a licensed driver. Thus there was no trouble with the police.

Other activities of Krisch's campaign included the posting of 6-sheets around town, a music store window tieup, distribution of cards advertising toothpaste and cosmetics in a tieup with a wholesale drug firm, and lunch counter promotions of "Strawberry Blonde Sundaes."

As a result of the special exploitation campaign, business was better than usual, Manager Krisch reports.

Money Dates

MAY

18th

I AM AN AMERICAN DAY. Proclaimed by the President at the request of Congress. The Department of Justice, of which the Immigration and Naturalization Service is a part, wishes to do everything it can to encourage local observance of this occasion. Ceremonies and celebrations will be sponsored by national and local organizations, such as civic clubs, patriotic organizations, fraternal societies, schools, social agencies and other interested groups.

NATIONAL FIRST AID WEEK. Sponsored by the National Association of Retail Druggists, 205 West Wacker Drive, Chicago. This is a good time for you to examine your own first aid kit to see whether any used items have been replaced. You can also tie up with Boy Scouts and Girl Scouts who take first aid courses to put across the idea, with a demonstration on the stage.

20th

BUDDY POPPY WEEK. Sponsored by the Veterans of Foreign Wars, 1650 Broadway, New York City. Each year at this time, funds are collected for the Veterans of the First World War. With so much attention being paid to soldiers in the current emergency, it would earn considerable good will for any theatre to cooperate with the veterans of 1917-18.

22nd

ASCENSION DAY. Parochial schools are closed on this day. It would be a good time to have a picture especially for children if there are large parochial schools in your town.

23rd

SOUTH CAROLINA JOINED THE UNION, 1788. Theatres in that state should participate in any local observances of the occasion.

24th

NATIONAL TENNIS WEEK. Sponsored by the Sporting Goods Dealer, St. Louis. Get stills of any of the stars of your current attractions in windows of stores selling sporting goods. Play a short about tennis and post notices at all local tennis courts.

EMPIRE DAY in Canada. Showmen in the Dominion should observe this day in as festive a manner as possible.

TELEGRAPH FIRST USED, 1844. Tie up with Western Union or Postal and have some jumbo telegrams sent to you from Hollywood signed by the names of the stars of your current attractions.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

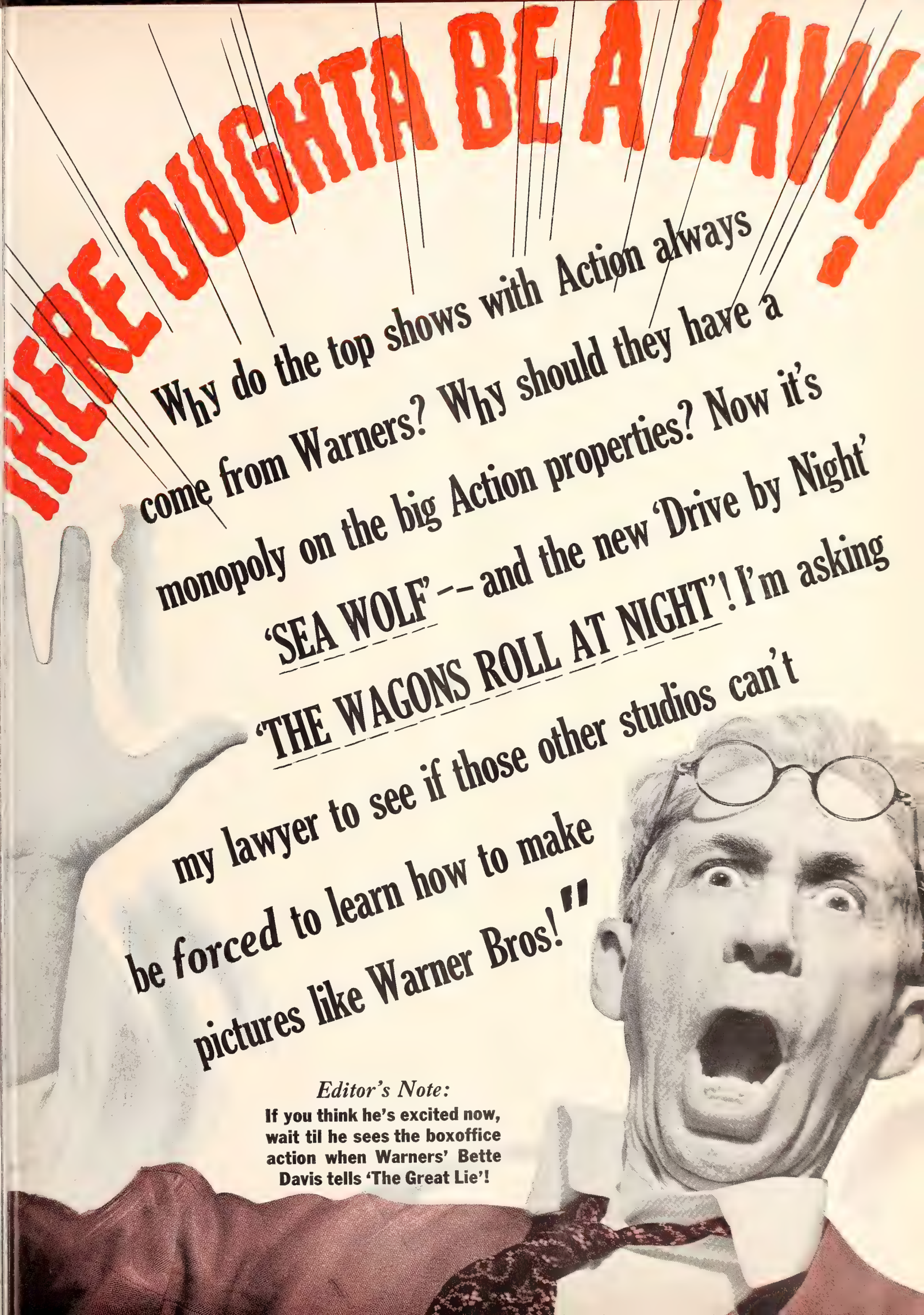
Theatre .....

City .....

State .....

THERE OUGHTA BE A LAW!!

Why do the top shows with Action always come from Warners? Why should they have a monopoly on the big Action properties? Now it's 'SEA WOLF'—and the new 'Drive by Night' 'THE WAGONS ROLL AT NIGHT'! I'm asking my lawyer to see if those other studios can't be forced to learn how to make pictures like Warner Bros!"



Editor's Note:

If you think he's excited now, wait til he sees the boxoffice action when Warners' Bette Davis tells 'The Great Lie'!

Honor Your Town's Mothers May 10

Play a Family Film; Tie Up With Florists; Post Photos of Well Known Local Mothers

MOTHER'S DAY, the second Sunday in May, offers an opportunity for the wise showman to capture a little extra revenue. This year Mother's Day falls on May 10.

Of course, originally the day was designated by florists throughout the country but the idea has caught on and observance of Mother's Day takes on added significance each year. Its commercial aspect is being partly forgotten and every American honors his mother on this day above all others.

Since the idea of men wearing a carnation in the button-hole to honor one's mother has spread rapidly, it might be a wise idea to tie up with a florist whereby every patron who attends your theatre with his mother is given a flower. You may be able to promote these at no cost to you, or it may be necessary for you to pay a small amount for each one. In any event the gesture will be appreciated and is well worth while. If instead of this, you presented a rose to every mother who attended the theatre on that day, it might be equally worth while.

Choice of Picture Important

Your choice of a picture is important for this day. If you can get one like "Four Mothers" or one in which mother love is a dominating theme, so much the better. But be sure to select a family-type picture—not a horror film or gangster picture. With the right type of attraction you can underline your ads in advance with "Special Mother's Day Attraction." Carry copy in programs and ads urging children as well as grownups to bring their mothers to the movies as a further mark of consideration on Mother's Day.

A blown up reproduction of Whistler's Portrait of his Mother should be placed on an easel frame in the lobby together with the announcement of your attraction for May 10.

Pictures of nationally known and prominent mothers like President Roosevelt's mother, Mrs. Dwight Morrow, Mrs. Theodore Roosevelt and others can be posted in your lobby. Get the pictures from the morgue of your local newspaper. If you can get enough of them, hold a contest in advance for whoever can identify the greatest number of them and also writes the best 50-word essay on "The Ideal Modern Mother." In connection with this idea, it might be a good idea to put pictures of some prominent local mothers in the lobby as well. Your newspaper might be willing to run these pictures in a contest such as that outlined above.

"Take Mother to the Movies"

Years ago there was an old song, "Take Your Girlie to the Movies." Change the title only slightly to "Take Your Mother to the Movies" and put this slogan on all the advertising you do on your attraction for May 10—adding a few words about Mother's Day.

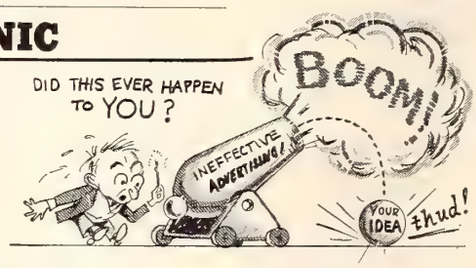
Although it is not directly connected with Mother's Day, at this point, we remind you that May 10 is National Hospital Day. It would be a fine gesture for you to make your theatre the place where flowers which were given as Mother's Day tributes can be brought to be redistributed to hospitals afterward.

A contest to select your town's typical mother would be a good piece of exploitation for the occasion. The selecting should be by prominent local judges in order to avoid any feeling that you were biased. The judging should be done entirely from photographs and facts and not in person. Prizes should be promoted from local stores to give to the winner and the runners up. Such a stunt conducted in a dignified manner should prove to be a box office stimulant and arouse interest in the day; whatever you do on Mother's Day, keep your selling activities in every respect on a high plane in harmony with the spirit of the occasion.



The ADVERTISING CLINIC

Old Doc Layout Says— "Put MOTHER'S DAY Appeal In Your Ads"



Biggest problem facing the picture business is to get back into the movie-going habit a lot of people who are, according to surveys and actual theatre experience, occupying themselves during leisure time at pastimes other than seeing motion pictures.

Old Doc believes that theatre advertising is going to do more toward bringing back these people than any other effort the industry can develop. It's up to every theatre man to size up his own situation. Are the parents losing interest in pictures? If so, why? Is it the younger element of the locality which is not coming to the theatre? If so, Why? Is it the men who are keeping away from the pictures, and in so doing, helping to break down the picture-going habit of wives, daughters, or sweethearts?

These are problems the theatreman must tackle. The business of getting all classes, ages and types of people interested in pictures, is the business of the film industry generally—but of the theatreman in particular.

Maybe too many theatres are not resorting to enough of the institutional type of advertising. Maybe we as theatremen are losing sight of the value of tying up pictures with seasonal or topical events in a way to approach the minds of the people with our selling messages.

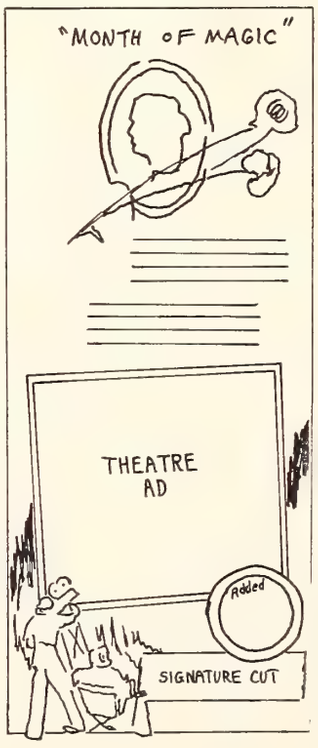
Mother's Day has been built up into a national event of great importance. The tide of popular interest in the event is too great to be overlooked by the theatreman in selling his theatre. So try some advertising that will bring your theatre into the spotlight of Mother's Day activity. Don't let the florist, the women's clothing store, the jeweler take the play away from the theatre as a source for supplying the gifts which husbands and children make to Mother during the month of May.

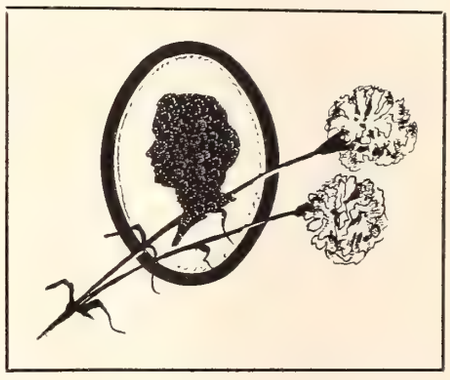
On this page Old Doc is offering a suggestion showing how the theatre can make practical use of the interest in Mother's Day to sell the theatre as well as its current show. Justifying the extra space, is the added selling you can get into the ad as a build-up for your bookings for the month of May.

Adjoining the rough at top right and left below are illustrations for the "Month of Magic" advertisement. Again you are urged to clip the illustrations and the rough—they will come in mighty handy later as a practical idea source.

Only one piece of suggested copy is offered (you'll find it in the caption to the sample advertisement). This should be sufficient to start the chain of ideas that will suit your particular situation. Tie up the advertising with the suggested ideas which are offered on this page for other types of exploitation for Mother's Day. Sell your community with every possible angle of exploitation on the idea that the best way to make Mother happy is to encourage her to attend the shows you present, not just on Mother's Day but at least once a week.

If you don't go in for such extra newspaper space because of conditions over which you have no control, then broadcast the same message through mail pieces, programs or handbills. The same general principles of layout and copy appeal apply to these as to newspapers.





Left is a rough indicating one of many layout styles in which the illustrations suitable for a "Mother's Day" advertisement can be used in newspaper or program displays. The current attraction is displayed in the box in lower center. Copy to tieup with the "Month of Magic" headline should be written along the following lines: "We're going to make May the 'Month of Magic' at the Blank Theatre. This is the month when everything takes on a new and colorful life . . . there's a freshness in the air and you begin to look for the unexpected to happen! This, also, is the one month of the year when Mother reigns as Queen. Why not bring mother with you to enjoy every one of the grand screen shows we've booked for your pleasure and excitement during May? Bring Mother hours of happiness and enjoyment by bringing her to the Blank Theatre often."

GENERALLY when a big and important picture comes along there is an avalanche of advance advertising and glowing reports to prepare you for it. Occasionally, however, a picture comes along without the benefit of great fanfare. Of course, there are ads in the trade press, but at the same time there is not enough of a hullabaloo to get an exhibitor excited. Consequently, when his playdate arrives, he is apt to let up on his exploitation activities, then finds to his disappointment that he could have made money if he had "shot the works."

Such a picture is termed a "sleeper," and "The Devil and Miss Jones" is a "sleeper." Let there be no doubt about that. While it is not the policy of this department to dwell on the entertainment merits of a picture, we deviate from that policy in this instance as a means of assuring any doubtful showmen that "The Devil and Miss Jones" is excellent audience entertainment, brimming over with laughs and containing just the right amount of romance. Very few pictures can make a hard-boiled projection room audience laugh, yet this one had them giggling and guffawing throughout its showing. What better proof could there be, therefore, of its audience value?

So that you won't be caught napping, so that you won't possibly lag in your selling efforts on this fine picture, we present herewith a number of pertinent exploitation ideas to help you get the business "The Devil and Miss Jones" deserves. True, word-of-mouth comment will build business after the opening, but what you want is a big opening, for your engagement might not be long enough for this word-of-mouth aid to do any appreciable good. The thing to do, then, is to work hard *in advance* of your playdate, so that you will benefit from the start.



ADVANCE

TEASER ADS. Use copy something like this: "Someone tell you to go to the devil? Don't be angry. They probably meant 'The Devil and Miss Jones,' comedy smash of the season, opening soon at the Blank Theatre." And here's another: "Feel like the devil? Worried over rent, the next instalment on the car, doctor bills? Well, brother, you'll laugh like the devil and forget all your troubles when you see the funniest comedy that ever came down the pike—'The Devil and Miss Jones'." There are similar teaser lines in the press book; add them to those suggested above and your own. Start running one each day about three weeks in advance of your engagement.

TEASER POSTING. Block posters, with teaser catchlines embracing the title, should be posted in every available spot in town and throughout the countryside. In some spots, the various sections of a 24-sheet or six-sheet could be posted at certain intervals until the entire poster is revealed, with your playdate going up last.

REGULAR POSTING. As a change in your regular posting, have the man in charge purposely place some of the displays upside down. Across each, right side up, is pasted a strip containing this copy: "Sorry! I'm so excited about 'The Devil and Miss Jones' everything's topsy-turvy. You, too, will be dizzy with laughter when you see it."



Youth and comedy is the keynote of this ad on RKO-Radio's "The Devil and Miss Jones." All the layouts are designed along similar lines—and they'll sell seats. There's a large variety for your use, too.

SHOE DISPLAYS. Much of the film's action is laid in the shoe department of a large store. Therefore, tie up with as many stores as possible on shoe displays, the tie-up card carrying copy to the effect that the clerks in "The Devil and Miss Jones" would have had no trouble selling footwear if they had had "such shoes as these" to offer.

BATHING SUIT WINDOWS. Jean Arthur appears in one or two scenes wearing a bathing suit. Since bathing suit stills are available, try to arrange window tieups. (Remember, summer is on the way.)

BATHING SUIT STYLE SHOW. Latest fashions in beachwear might be modeled by local girls on your stage, with local stores and the newspaper sponsoring the event. Here's your chance for cooperative ads, publicity with a local touch, and a houseful of patrons. Pick out an "off" night for the event.

JONES IDEAS. Through the newspaper, conduct a contest for the best family group portraits of Jones families. Prizes could be awarded for the oldest photographs or for photographs featuring the most members of a Jones family. Display the winning pictures in a large "Jones Family Album" in the lobby.

A contest might be staged to select the best-looking Miss Jones in your community. You might, if you wish, make it a bathing beauty affair, with only bona-fide "Miss Joneses" qualified to enter. Get merchants in on the stunt, and fete the winner with a reception in your theatre on the opening night of the film.

NEWSPAPER CONTESTS. A 2-column mat (2-H) is available for showmen who wish to run a "how would you write this scene" contest in the newspaper. The mat is a scene featuring Jean Arthur and Charles Coburn, with "balloons" above their heads in which fans write what they think the players would be saying.

Another available mat (1-B) shows only an outline of Jean Arthur. Contestants are to sketch in a costume. Prizes for the best sketches could be promoted from ladies shops. Try to get the newspaper's fashion editor to publicize the stunt as much as possible.

An idea for another contest involves the title. Let fans see how many words they can make from it.

CURRENT

JONES NIGHT. The opening night might be designated as "Jones Night," although we warn you, if your town is very large, you'll probably have more than a full house on your hands. Perhaps you could admit all Joneses at a special reduction in admission, and then to make the evening complete, give a prize for the largest Jones family present.

LOBBY STUNT. Invite patrons, as they see the picture, to write their opinions on small cards and drop them in a box. At frequent intervals an attendant removes the cards and prints the favorable comments on a large blackboard which is captioned: "What Local People Are Saying About 'The Devil and Miss Jones'."

Original screenplay by Norman Krasna. Directed by Sam Wood. Produced by Frank Ross.

CAMPAIGN REPORTS

GOOD LOS ANGELES CAMPAIGN. Out in Los Angeles, Manager Andy Anderson of the Hill Street Theatre tied in with Royal Crown Cola for 500-line Royal Crown ads, promoted radio announcements by the beverage-makers, got the benefit of a Lux ad featuring Jean Arthur which broke in the papers, promoted banners on 50 bakery trucks, distributed Postal Telegraph jumbo telegrams, pasted 20,000 comedy "devil" windshield stickers on autos, and posted 100 24-sheets.

ROBERTS' STREET BALLYHOO. Manager Bill Roberts of the California Theatre, San Diego, used a beautiful girl and a "Devil" in a bright red costume for a ballyhoo phase of his campaign. The couple, bedecked with signs, made their appearance on main street at peak hours and also rode around the city in an open Studebaker appropriately bannered.

COAST TO COAST!

"SIS HOPKINS"

TODAY'S GREATEST SHOW

Exhibitors say so!

WESTERN UNION

WU T197 40=VA MILWAUKEE WIS APR 9 118P

J R GRAINGER=

REPUBLIC PICTURES CORP=

SIS HOPKINS SPECIAL PREVIEW SHOWING ATTENDED BY EXHIBITORS THROUGHOUT WISCONSIN GREATEST TURNOUT FOR ANY PREVIEW YET THESE HARD BOILED SHOWMEN COULD NOT RESIST MAKING MOST LAUDATORY COMMENTS ON THIS TOP FLIGHT COMEDY MUSICAL THIS PRODUCTION WILL BE SUCCESSFUL EVERYWHERE CONGRATULATIONS=

RUDY KOUTNIK

VARSITY THEATRE. 252P.

WESTERN UNION

SB74 40 NT 1 EXTRA=LOSANGELES CALIF 12

JAMES R GRAINGER=REPUBLIC PICTURES

1776 BROADWAY NYK=

HAPPY TO HAVE HAD PRIVILEGE OF PREVIEWING SIS HOPKINS IN THE STUDIOCITY THEATRE STOP CANOVA DOES SWELL JOB FITS ROLL LIKE GLOVE DEFINITELY ESTABLISHES HERSELF AS BOX OFFICE FROM HERE ON OPERATIC NUMBERS BY CANOVA PLEASANT SURPRISE STOP SUPER CRITICAL AUDIENCE ENJOYED EVERY MINUTE OF PICTURE LAUGHS WERE MANY AND SPONTANEOUS CONGRATULATIONS ON BEST REPUBLIC PICTURE RELEASED TO DATE=

LEE W WENTZ MANAGER.

WESTERN UNION

WU T179 49 DL=EX CLEVELAND OHIO APR 9 105P

JAMES R GRAINGER

REPUBLIC PICTURES CORP=

JUST FINISHED SCREENING "SIS HOPKINS" FOR MIXED AUDIENCE EXHIBITORS FILM BUYERS THEATRE MANAGERS NEWSPAPERMEN REGULAR PATRONS. WISH TO ADVISE THAT ENTHUSIASM AND APPLAUSE WAS TREMENDOUS. CONCENSUS WAS THAT CAST DIRECTION AND PHOTOGRAPHY PLUS EXCELLENT STORY RATED WITH ALLTIME BEST COMEDY MUSICALS YOU AND YOUR ASSOCIATES ARE TO BE CONGRATULATED=

MARTIN PRINTZ

ALHAMBRA THEATRE.

WESTERN UNION

NA672 54 NT 1 EXTRA=MINNEAPOLIS MINN 1946 APR 10 AM 12 52

J R GRAINGER=

REPUBLIC PICTURES 1776 BROADWAY NYK=

BELLY LAUGHS STOP HOWLS GUFFAWS SCREAMS COMBINED WONT ADEQUATELY DESCRIBE THE REACTION OF THE MIXED AUDIENCE WHO SAW YOUR PICTURE SIS HOPKINS THIS AM STOP COMMENTS EXCELLENT. CONGRATULATIONS STOP ITS JUST THE KIND OF A PICTURE THIS COUNTRY NEEDS TO TAKE IT OUT OF THE DOLDRUMS. MY HEARTIEST BEST WISHES FOR SRO BUSINESS=

F A WIGGINS MANAGER RIALTO THEATRE.

STANDARD TIME INDICATED

RECEIVED AT

Postal Telegraph

Commercial Cables · All American Cables · Canadian Pacific Telegraphs

TELEPHONE YOUR TELEGRAMS TO POSTAL TELEGRAM

NA 140 N UBA90 41 1 EXTRA DL= MA BUFFALO NY APR 9 536P

J R GRAINGER REPUBLIC PICTURES CORP

1776 BWAY NYC=

TODAYS PREVIEW SIS HOPKINS ATTENDED BY THE LARGEST AUDIENCE WE EVER HAD AND MY OPINION IS THAT THE AUDIENCE ENJOYED THIS PICTURE IMMENSLEY FROM START TO FINISH PICTURE HAS LOADS OF LAUGHS AND EXCELLENT MUSIC I CONSIDER PICTURE OUTSTANDING ENTERTAINMENT=

ROBERT DAME MANAGER SHEAS NIAGARA THEATRE, =

TELEGRAPH BILLS And You Will Find It Pays to Patronize THE POSTAL

WESTERN UNION

WU J112 50 DL=OMAHA NEBR APR 9 123P

J R GRAINGER,

REPUBLIC PICTURES CORPORATION=

PREVIEWED SIS HOPKINS DUNDEE THEATRE AND CON PERFECT PIECE OF ENTERTAINMENT. THIS OUGHT REFRESHING RELIEF FROM THE PROPAGANDA PROBL PICTURES WHICH HAVE BEEN FLOODING THE INDUST AUDIENCE REACTION WAS A SPONTANEOUS HIT AND REPUBLIC ON HAVING A BOX OFFICE SMASH=

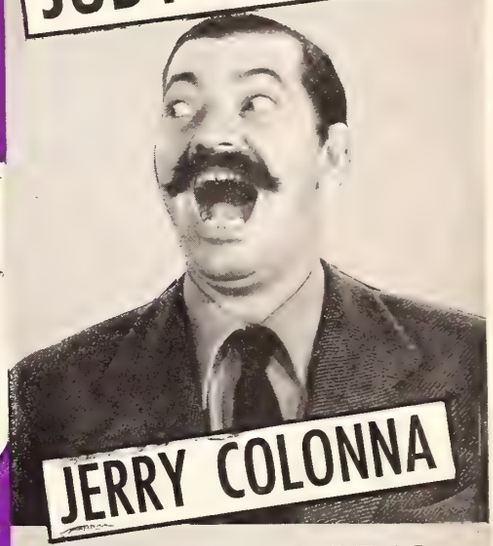
R D GOLD CIR

RALPH D

A REPUBLIC PICTURE



JUDY CANOVA



JERRY COLONNA

BOB CROSBY

AND HIS BAND WITH THE BOB CATS

CHARLES

BUTTERWORTH

SUSAN HAYWARD

KATHARINE ALEXANDER

AND AN ALL STAR CAST

JOSEPH SANTLEY, *Director*

SCREEN PLAY BY JACK TOWNLEY, MILT GROSS AND EDWARD ELISCU

ORIGINAL STORY BY F. McGREW WILLIS

WESTERN UNION

WU J164 34 COLLECT=ATLANTA GA APR 9 415P
JAMES R GRAINGER, PRES=
REPUBLIC PICTURE CORPN=

ATTENDED SPECIAL TRADE SCREENING JUDY CANOVA IN SIS HOPKINS STOP AUDIENCE ROARED WITH LAUGHTER THROUGHOUT ENTIRE PICTURE STOP CANOVA AND COLONNA WERE AT THEIR BEST STOP PICTURE IS TRULY " AN INVITATION TO LAUGHTER"=

COLLETT MUNGER
RHODES THEATRE.

Postal Teleg

ABSOLUTELY SPONTANEOUS RECEPTION SIS HOPKINS TRADE SHOWING UPTOWN THEATRE TODAY REPRESENTATIVE CROSS SECTION AUDIENCE. MOST EXPRESSIONS PRONOUNCE PICTURE SUPERIOR COMEDY MUSICAL. WITH JUDY CANOVA AND JERRY COLONNA RATING HIGHEST PRAISE ALONG WITH MANY COMMENTS PRODUCTION VALUES AND MUSICAL NUMBERS AND PREDICTION THAT AINT MAY TO BECOME TOP SONG HIT=

FRANK E RITTER
MANAGER UPTOWN THEATRE. 430P

WESTERN UNION

KHA158 25 NT=SALTLAKECITY UTAH 9
JAMES R GRANGER=REPUBLIC PICTURES CORPN
1776 BDWY NYK=

PREVIEW AUDIENCE ACCEPTED JUDY CANOVA SIS HOPKINS WITH TREMENDOUS LAUGHTER SURE REPUBLIC HAS A LAUGH SENSATION IN HOPKINS SHOULD BE TERRIFIC IN THIS TROUBLED WORLD=

RIALTO THEATRE J L LAWRENCE.

WESTERN UNION

REPUBLIC PICTURES CORP=

ATTENDED PREVIEW SIS HOPKINS AT OUR FINE ARTS THEATRE YESTERDAY STOP
PICTURE HAS REAL ENTERTAINMENT VALUES AND BOX OFFICE POSSIBILITIES STOP
CANOVA IS STAR OF FIRST FLIGHT AND WILL PLEASE EVERY TYPE OF AUDIENCE=

CARL BUERMELE
CO-OPERATIVE THEATRES OF MICH INC.

WESTERN UNION

WU J125 26DL= CINCINNATI OHIO APR 9 242P=
J. R. GRAINGER
REPUBLIC PICTURES CORP=

FINE TURNOUT FOR SIS HOPKINS PREVIEW THIS MORNING STOP COMMENTS FROM MIXED AUDIENCE HIGHLY ENTHUSIASTIC AND UNANIMOUS STOP KEEP UP THE GOOD WORK STOP GOOD LUCK TO REPUBLIC=

MANNIE ABRAMS
MANAGER FOREST THEATRE. 337P.

WESTERN UNION

41 DL 2 EXTRA=MV BOSTON MASS APR 8 330P
JAMES R GRAINGER,
REPUBLIC PICTURES CORP=

SIS HOPKINS SCREENING AT OUR UPTOWN THEATRE BOSTON THIS MORNING ONE OF THE MOST SUCCESSUL PREVIEWS WE HAVE HAD HERE. AUDIENCE REACTION EXCELLENT. PICTURE FULL OF ENTERTAINMENT AND GENERAL APPEAL. SHOULD PROVE REAL WINNER FOR REPUBLIC AND EXHIBITORS GENERALLY=

ALDEN PETERSON
DISTRICT MANAGER GILES CIRCUIT.

WESTERN UNION

WU J145 103 2 EXTRA SHOW PGH=CHICAGO ILL APR 9 304P
MR GRAINGER,
REPUBLIC PICTURES CORP=

JUST SAW ONE OF THE BEST PREVIEWS. I SIMPLY HAD TO SEND THIS TELEGRAM. SIS HOPKINS IS THE MOST ENTERTAINING AND AMUSING PICTURE WE HAVE SEEN FOR A LONG TIME. A PACKED HOUSE GIGGLES LAUGHTER AND ROARING APPLAUSE FOR JUDY CONOVA IN THE TITLE ROLE. CHARLES BUTTERWORTH, JERRY COLONNA, SUSAN HAYWARD AND THE WHOLE SUPPORTING CAST DESERVE THE SPONTANEOUS PRAISE OF OUR APPRECIATE AUDIENCE. ALL EXHIBITORS ARE ENTHUSIASTIC AND WANT TO GET THE BALL ROLLING. I IN SHORT SIS HOPKINS IS THE MOST DELIGHTFUL MUSICAL COMEDY AND I FEEL SURE IT WILL BE A HUGE SUCCESS. GOOD LUCK AND BEST WISHES.=

PAUL S HESSE
MANAGER ESQUIRE THEATRE
CHICAGO.

WESTERN UNION

WU T268 61DL= FE DALLAS TEX APR 9 315P
JAMES R GRAINGER=
REPUBLIC PICTURES CORP=

MORE THAN 800 PEOPLE ATTENDED THE TRADE SCREENING OF SIS HOPKINS AT TOWER THEATRE THIS MORNING. AND IF THEIR REACTION TO THIS VERY FINE PICTURE IS ANY CRITERION I CAN ONLY SEE GREAT SUCCESS FOR ITS SHOWING IN EVERY THEATRE IN THE COUNTRY. IT IS TRULY REPUBLIC'S FINEST PICTURE AND EVERYONE IS REALLY TO BE CONGRATULATED FOR SUCH A GREAT JOB=

CHARLIE MEEKER.

WESTERN UNION

DENVER COLO APR 14 1055A

ON SIS HOPKINS. CERTAINLY YOU HAVE BEST PICTURE UBLIC AND IN MY OPINION THE PICTURE WILL PLAY ING TIME BEST THEATRES. SKREWY COMEDY VALUABLE AT THIS TIME. KEEP IT UP JIMMY. THAT REGARDS=

CHAS R GILMOUR.

WESTERN UNION

CITY OKLA 9
841 APR 9 PM 7 14
5103

E SIS HOPKINS TO AN AUDIENCE GOERS IN MY OPIONION NO PICTURE MENT THEY WERE STILL LAUGHING

ATERS.

WESTERN UNION

INDIANAPOLIS

IT'S ENTERTAINMENT PLUS. LAUGHS A DOES OUTSTANDING JOB AS SIS. EGARDS=

BILL MCILWAIN MGR
LYRIC THEATRE.

WESTERN UNION

APR 9 PM 7 59

HOPKINS" THIS MORNING AT DOUBT THE BEST PICTURE FROM VE YOU HAVE OUTSTANDING BOX AUDIENCE APPEAL.

JOHN DANZ.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

Jot 'Em Down

In the operation of a theatre, a manager can never bank on a perfectly planned day. Unforeseen items crop up every hour.

I discussed plans with a manager for a forthcoming picture and he decided to create a number of items. They all would have been good, if they had been carried out. Unfortunately, this manager did not put his ideas on paper. He didn't need to do that—his memory was very good.

In the course of the evening, unforeseen work turned up, and in the hurry and bustle, he forgot in that super-mind he thought he had, most of the items of the campaign he had planned.

He neglected items of his campaign until the hours before his playdate were not enough for the printer, sign shop man, and Post Office to get out his items in time to push his ticket sales at the box office . . . all because he didn't use a pencil and pad to write down the things he wanted to do and systematically check them off at the proper time so that all the ideas would not be crammed into a few fleeting hours.

All this sounds simple, but ask yourself—do you use a pencil and pad or do you trust to your memory to remember your campaign ideas together with all the written work necessary in theatre operation?

Do not forget that the value of your services is gauged by your judgment of what is profitable to do in your own particular theatre.

A POSITIVE BOX OFFICE HIT



READY NOW

BOSTON	Northeastern Film Co., 14 Piedmont St.
BUFFALO	Bernie Mills, 723 7th Ave., N. Y. C.
CHICAGO	Special Attractions, 1250 So. Wabash Ave.
CLEVELAND	Imperial Picture Co., 718 Film Bldg.
DALLAS	Astor Pictures, 302½ So. Harwood St.
DETROIT	Excellent Pictures Corp., 2310 Cass Ave.
INDIANAPOLIS	Capitol Monogram Pictures, 404 N. Illinois St.
KANSAS CITY	Majestic Pictures, 1717 Wyandotte St.
MINNEAPOLIS	Charles M. Weiner, 1109 Currie Ave.
NEW YORK	Times Pictures, Inc., 630 Ninth Ave.
PHILADELPHIA	Peerless Dist. Corp., 1321 Vine St.
PITTSBURGH	Crown Film Co., 1701 Blvd. of Allies
SAN FRANCISCO	Astor Pictures, 261 Golden Gate Ave.
WASHINGTON	Peerless Dist. Co., 203 Eye St., N. W.

Ready Soon: Atlanta - Charlotte - Memphis - New Orleans - Omaha
St. Louis - Seattle - Cincinnati - Los Angeles - Milwaukee - Denver

Herald Asking for Girl to Sleep In Graveyard Plugs Horror Films

A herald which proved to be a perfect companion piece for the two horror pictures, "The Mad Doctor," and "Monster and the Girl," clicked for Messrs. Martin and Erickson of the Granada Theatre, Inglewood, Calif. Some 2,000 of the throwaways were distributed and few were thrown away by recipients, so cleverly written was the copy which follows:

HELP WANTED, Female

Girl, between ages of 18 and 25, to sleep all night in graveyard after seeing Basil Rathbone in "The Mad Doctor," and Ellen Drew in "Monster and the Girl" coming soon to the Fox Granada Theatre, Inglewood. No experience necessary. Salary commensurate with ability to withstand overdose of terror, horror, thrills and shock. Steady position if qualified. Must be willing to relate reactions at Medical Institute and in radio broadcast. No others need apply. Call Publicity Director, ORegon 8-1684 or ORchard 7-2501 after 12 o'clock midnight.

The copy tied in nicely with the theme of "The Mad Doctor," and was a fine example of what can be done to create the proper atmosphere in advertising material.

Sidewalk Interviews of Smiths Create Interest in 'Mr., Mrs. Smith'

Two days before the opening of "Mr. & Mrs. Smith" at the Regent Theatre, Grand Rapids, persons named Smith along the streets were called on to appear on the "Sidewalk Interviews" program conducted by Stanley Barnett of Station WOOD. In addition Barnett devoted spot announcements to the show beginning a week in advance of the opening.

Manager Walter Norris of the Regent also tied in with the *Herald* for a "Ten Best Rules for Married Couples" contest. This netted eighty inches of free advance promotion space.

A "Calling All Smiths" broadside was sent to all Smiths calling their attention to a special "Smith night." "Smith night" also was boxed in the regular house ads, given space in the movie columns and plugged over the air.

Los Angeles Seeks John Doe To Plug Picture of That Name

An idea which can be duplicated or adapted to individual situations with minor revisions, was used in Los Angeles recently in advance of "Meet John Doe." The stunt consisted of a "Search for John Doe," which was planted in the local *Herald-Express*.

Headlines of the first article read: "Are You Mr. John Doe? Average Man of L. A. to Be Studio Guest at Big Film Premiere." The article listed 14 questions, mostly personal which were to be answered by the contestants and were to indicate whether he was the man sought. The winner was a guest of Frank Capra, producer of the picture at the world premiere at Warner's Hollywood Theatre, after spending the day at the studio, and lunching with the stars.

Stoltz' April Fool Distribution Of Change Purses Gets Attention

Residents of Utica, N. Y., were surprised recently when they became recipients of small leather change purses. If they expected to find real money inside, they were expecting too much; but they did find some stage money over which was imprinted the admonition not to be fooled, that the best show in town was "The Bad Man" at the Avon Theatre.

Because the picture played on April Fool's day, Manager Arnold Stoltz hit upon a timely and effective idea in distributing the purses.

LADY FROM LOUISIANA

STARRING

JOHN WAYNE

ONA MUNSON

WITH

RAY MIDDLETON

HENRY STEPHENSON

HELEN WESTLEY

Screen play by Vera Caspary, Michael Hogan and Guy Endore • Original story by Edward James and Francis Faragoh • Director—Bernard Vorhaus



STIRRING ROMANTIC ADVENTURE

Dazzlingly set in America's most glamorous city...New Orleans the Paris of America . . . its French Quarter . . . its Mardi Gras.

Republic

Human Relations in Business

Here are Thoughts of Value for Every Theatreman

The Timid Customer: Amazing as it may seem, studies carried on over a 10-year period indicate that 78 per cent of the public are timid customers—patrons who require special handling lest they be embarrassed and thus lost.

"Handle With Care": This message deals specifically with the kidding type of customer. He likes to kid but he doesn't like to be kidded. That's why he must be "handled with care." The employe who can keep his head with this type will keep his patron.

"So What?" The attitude of indifference commonly expressed by the term "So what?" has no place in business. It has a paralyzing effect on the success of the individual who gives evidence to it and the concern with which he is associated.

The Sphinx: Customers who are tight-lipped, who won't talk, are often a source of annoyance. And bringing them out of their silence requires skilful, diplomatic handling.

The Skeptic: Skeptics, naturally, are hard to deal with. However, as a famous American has said, "A skeptic is a fellow who knows all about it, but is willing to learn more if you know how to teach him." A sympathetic viewpoint "softens" them, and a modest, tactful attitude dispels skepticism.

Clues to Character: Getting along well with others implies the ability to recognize their likes and dislikes, desires and tastes. What these may be, must often be learned indirectly through tone of voice, attitude and gesture, for many people, particularly customers, will not put their desires in so many words.

Your Actions Reflect Your Thoughts: Mental attitude is hard to conceal. One can't contact others with a feeling of cynicism, unfriendliness or disinterest, without having his thoughts revealed by his actions. In the same way, enthusiasm, confidence and friendliness will invariably show up in persons possessing them. So, think the right thoughts—and your actions will not betray you.

Good Manners: Courtesy, thoughtfulness and patience—three essentials to good manners—are as important in business as in social life. They are especially necessary in dealing with difficult patrons, the finicky cranks who demand more than an ordinary amount of attention. Good manners, the art of doing the right thing at the right time, have set many people on the right road to leadership.

Personal Appearance and Keeping Fit: In every walk of life, we are judged to a great extent on appearance. How important then, that personal cleanliness, careful grooming and neatness of apparel be given full consideration by those who would make good in business.

Make It Easy for Them to Deal With You: We all prefer to do business with people we like. And often the reason we like them is because they have made it easy for us to do so. By their very kindliness and tolerance, they make it easy for us to warm up and become friendly. We feel free to discuss our needs. We don't hesitate to ask questions for fear of revealing how little we know. In other words, we feel mighty comfortable in dealing with them—and in turn should strive to make others feel the same way in dealing with us.

"I Don't Need Your Advice": Few people appreciate advice. And unless they actually ask for it, they are likely to take offense if it is given. There are, however, many indirect ways to give advice; to make the other person react favorably to an idea and adopt it. They call for deft strategy, but they avoid the ill-feeling which so often results when unsolicited advice is offered.

Know When to Sign Off!: Because talk is cheap, is no reason why it should be used carelessly. It takes time to talk, and time to listen—and the listener's time may be valuable even though the talker's is not. Ford once said, "I resolve to talk less, making every word I say count more."

Getting Back in Their Good Graces: Patrons sometimes become offended over the smallest details. Just failing to make a fuss over them may cost a good account. Other minor oversights may cause resentment and lost business. Thus, it is often necessary, as this message points out, for people in business to swallow their pride, find out what the trouble is, and take every reasonable step to get back in the patron's good graces.

This is the last of a series on Human Relations in Business. The 52 messages which comprise this series are the culmination of 35 years experience on the part of The Stevens-Davis Company, Chicago, in problems of personnel. Through this company's courtesy, as well as that of the editors of "Par," Fox West Coast theatre organ which first reproduced the articles, we are privileged to present this valuable series (with minor adaptations) to our readers in the hope that by studying and assimilating the thoughts contained therein exhibitors will greatly benefit. The material is protected by copyright by the Stevens-Davis Company of Chicago, publishers and owners of the Human Relations in Business program.



READY—NOW

AT THESE EXCHANGES

NORTHEASTERN FILMS, Boston
PAM-O-FILMS, Buffalo
SPECIAL ATT'S, Chicago
MONOGRAM, Cincinnati
IMPERIAL, Cleveland
ASTOR FILMS, Dallas
ALLIED FILMS, Detroit
CAPITOL MONOGRAM, Indiana
TIMES PICTURES, New York
PEERLESS, Philadelphia
CROWN, Pittsburgh
PEERLESS, Washington, D. C.

Battleship Reproductions in Kilgore Campaign on 'Convoy' at Memphis

Reproductions of the British battleship Hood and the German pocket battleship Deutschland were mounted in the lobby of Loew's Palace, Memphis, as a phase of the campaign by Manager Edward Kilgore on "Convoy." A full size reproduction of an anti-aircraft gun built of beaver board was another unit in the attractive display.

A small silk Union Jack mounted in front of an electric fan on the box office attracted much attention. A complete set of British flags were displayed in front of the theatre during the showing.

Ushers and doormen were dressed in British sailor uniforms a week in advance of the playdate and during the engagement. An excellent indorsement by Herbert Harper in his regular news broadcast highlighted the ether promotion.

A truck made to resemble a battleship and with 24's mounted thereon and manned by "British sailors" was the main ballyhoo.

There was an advance screening arranged by Kilgore for the British War Relief Society and the faculty of all five high schools in the city. These groups were cooperative through the "Convoy" run.



"Sock" Window on "Topper"

Seen here is one of the "sock" windows arranged for the New York engagement of Hal Roach's United Artists release, "Topper Returns" at the Capitol Theatre. Set by Grace Rosenfield of the Hal Roach office, the window display, which featured a large 40 x 60 of Carole Landis in a tieup with F. W. Woolworth's on Camille Mascara outfits, was augmented by the distribution of 10,000 heralds distributed to the store's shoppers.

Short Subject Reviews

Battle of the Atlantic *(Timely)*

20th-Fox (1701) World Today No. 1 10 mins.

Quentin Reynolds is commentator for this story which shows in detail Britain's struggle to get goods across the Atlantic from the U. S. and from her own dominions. The picture is made up largely of newsreel shots but there is some specially filmed material. Reynolds' voice is the same as it was in his two subjects released by Warner Bros. but this picture doesn't call for that kind of comment and it sounds a little forced. Attacks on ships by submarines and planes are shown and action of an escort vessel against a submarine is also depicted. Jack Darrock supervised.

Playing With Neptune *(Very Good)*

20th-Fox (1306) Sports Review No. 6 10 mins.

This is just the right time of year for this subject, since it shows swimming and diving at their best, sports in which most Americans will soon be indulging. The comment by Ed Thorgersen adds considerably to the enjoyment of the picture as his rapid fire delivery of slightly humorous content makes what might be a dull subject intensely interesting—but this is by no means a dull subject. It was taken in various parts of the country and more beautiful diving has seldom been pictured, if ever. Jack Darrock supervised.

Miracle of Hydro *(Different)*

20th-Fox (1107) Magic Carpet No. 7 10 mins.

The Bonneville and Grand Coulee Dams and their function in the Northwest are depicted in this subject which, to the uninitiated, is eye-opening. How the dam was built, how it functions and the purposes it serves are well portrayed. The salmon ladder, the locks for river and ocean ships, the mighty turbines which furnish electrical power for the Pacific Northwest and the beauty of the country itself are among the highlights of this interesting subject. Gunther Fritsch directed.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning April 19)

CAPITOL—Information Please No. 8 (RKO-Pathe) rev. 4-5-41; More About Nostradamus (MGM) rev. 2-22-41.
CRITERION—Los Angeles Examiner Benefit (Rep.); Trailing the Incas (Central Films); It Happened All Night (RKO-Radio) rev. 4-12-41.
GLOBE—So Long, Mr. Chumps (Col.) rev. 3-22-41.
PARAMOUNT—Fishing Fever (Para.) rev. 3-22-41; Eugene the Jeep (Para.) rev. 12-7-40.
RIALTO—Riders of Death Valley, Chapters 3 and 4 (Univ.) rev. 4-12-41.
RIVOLI—The Tortoise Beats the Hare (Vita.) rev. 4-5-41.
ROXY—The Baby Seal (20th-Fox); Battle of the Atlantic (20th-Fox) rev. this issue.
STRAND—The Cat's Tale (Vita.) rev. 4-5-41; Big Bill Tilden (Vita.); The Seeing Eye (Vita.) rev. 4-5-41.

Dipsy Gypsy *(Very Good)*

Para. (UO-2) Madcap Models No. 2 8 mins.

The second of George Pal's series of Puppetoons is even better than the first. The color backgrounds are excellent and realistic and the synchronization of the movements of the puppets and the sound is extremely well done. There is a little romance and a little plot as well. The music was conducted by Andre Kostelanetz, and this fact should be plugged in all advertising, as his name is well known.

Flies Ain't Human *(Fair)*

Para. (EO-8) Popeye No. 8 7 mins.

Popeye can't sleep because the flies annoy him. One particularly obnoxious fly is finally swatted by the sailor into his can of spinach. With that the fly assumes the strength of a giant, lifting furniture and everything else and hurling objects about the room. It's just fair as Popeye cartoons go. Dave Fleischer directed.

So You Think You Know Music No. 1 *(Good)*

Col. (2605) How's Your I.Q. No. 5 11 mins.

Since the success of "Information Please," additional radio quiz programs have been adapted to the screen, and "So You Think You Know Music" is the latest. In setting and continuity it is very similar to "Information Please," except that the questions deal with things musical. Tedd Cott is the master of ceremonies, Leonard Liebling the judge, and the guest artists are Hendrik Willem Van Loan, Jessica Dragonette, Col. Lemuel Q. Stoopnagle and Sir Hubert Wilkins. Stoopnagle, of course, provides most of the comedy, and the contestants prove they know a thing or two about music. The reel compares favorably with others in the quiz category. It was directed by B. K. Blake. Music shop tieups, and spot announcements on the radio are recommended as highlights of your exploitation.

Crime Control *(Excellent)*

Para. (SO-3) Benchley No. 3 11 mins.

In the guise of a police captain, Robert Benchley illustrates public enemies of the inanimate type. Among the items which he shows to be public enemies, with illustrations, are a shoelace, a window shade, a pair of bedroom slippers, a handkerchief, a newspaper, a typewriter ribbon and a dress tie. Having demonstrated how vicious these objects are he sends them away and when asked to sign a paper, finds the pen another public enemy, so he adds it to the pile. Leslie Roush directed this subject, which though excellent, is not as good as some of the previous Benchley subjects.

Black Eyes and Blues *(Fair)*

Col. (2432) All Star Comedy No. 12 17 mins.

Roscoe Karns' wife is being taken by her father to Reno for a divorce, and Roscoe follows in the hope that he can change the little woman's mind. During the trip, however, he becomes entangled with the wife of a wrestler and makes matters worse. There are knockdowns, falls, chases and all the other routine "props" associated with a comedy of this type. To those who are easily tickled, it will prove a riot; to others, it will prove only passably amusing. Jules White produced and directed.

San Francisco—Metropolis of the West *(Average)*

Col. (2559) Columbia Tour No. 9 10 mins.

There is little to distinguish this from the usual travel reel, for it follows the customary pattern. The business thoroughfare, the buildings, the hilly highways, Chinatown and the Golden Gate Bridge are among the high spots covered by Producer Andre De La Varre and his camera. Tie ups with travel agencies on vacation tours should be made.

Swing Cleaning *(Fair)*

Para. (GO-5) Gabby Cartoon No. 5 7 mins.

Gabby persuades the king to let him clean the castle and Gabby does quite a job at upsetting all arrangements, thoroughly disrupting what had been previously done. There are a few slight chuckles in the picture but nothing uproarious. It's just fair. Dave Fleischer directed.

. . NEWSREEL SYNOPSES . .

(Released Saturday, April 19)

MOVIETONE (Vol. 23, No. 64)—New Jersey forest fire; Leon Henderson heads price control agency; Lord Halifax visits U.S.S. North Carolina; U. S. treasury issues new defense bonds; James Roosevelt weds; Polish President cheers Polish aviators; Mother of King Peter in England; Howitzer fires 750-pound shells in England; Shipbuilding at Chester, Pa.; New type plane in New Jersey; Plant delivers 1,000 planes; Baseball, Brooklyn vs. Giants, Reds vs. Cardinals.

PATHE (Vol. 12, No. 67)—James Roosevelt weds; Treasury issues new defense bonds; Mechanized cavalry reviewed at Ft. Oglethorpe; Leon Henderson heads price control agency; Little Congress selects its Queen; U. S. Army mechanized troops in training; Illinois takes national CAA gym meet; National women's diving championships; Forecast of 1941 Kentucky Derby.

PARAMOUNT (No. 67)—Pan American Day in New York, Havana and at Columbia-Venezuela border; Treasury issues new defense bonds; James Roosevelt weds; Stock exchange head inducted into Army; Scenes at Ringling Brothers circus; Mercy ship in Marseilles; Baseball, Brooklyn vs. Giants, Reds vs. Cardinals.

UNIVERSAL (Vol. 13, No. 972)—Prepare bond drive; Price control agency; James Roosevelt weds; Stock exchange head inducted into Army; Battle of Britain continues; Navy blimp crash at Lakehurst, N. J.; New Jersey forest fires; Woman's flying school; Baseball, Giants vs. Brooklyn; Diving in California.

NEWS OF THE DAY (Vol. 12, No. 262)—British battle Italians in Africa; Forest fires sweep South Jersey; Brazil steps up military aviation; Troops at Camp Bowie, Tex.; U. S. launches defense bond drive; James Roosevelt wed; Debutantes host Marguerite Sharp, typical Government worker; Cotton Queen invites Secretary Wickard to Memphis (Memphis and New Orleans only); Woman's diving champ reveals secrets; Giants win League opener (New York only); Circus scenes.

(Released Wednesday, April 16)

PARAMOUNT (No. 66)—Baseball, Yanks vs. Senators; Sing Sing prison break; Russia signs treaty with Japan; Danish Government repudiates Greenland bases pact; Easter in Washington and New York; Parachutists at Ft. Benning, Ga.

MOVIETONE (Vol. 23, No. 63)—Parachutists at Ft. Benning, Ga.; Easter in New York, Texas, Hollywood and Washington; Danish Minister states his position on Greenland bases pact; Fords celebrate wedding anniversary; Baseball, Yankees vs. Senators; Paumonok Handicap at Jamaica.

NEWS OF THE DAY (Vol. 12, No. 261)—Parachutists at Ft. Benning, Ga.; U. S. "takes" Greenland for base; Ford strike ends; Saboteur drive brings 500 into custody; Sing Sing prison break; Nation hails a peaceful Easter; President opens baseball season; Boston wins Stanley Cup (Boston and Detroit only); King Cole cops Paumonok Handicap.

PATHE (Vol. 12, No. 66)—Parachutists at Ft. Benning, Ga.; Ford strike ends; Fords celebrate wedding anniversary; S. S. Rio De Janeiro launched; U. S. to protect strategic Greenland; Sing Sing prison break; Navy air base at Corpus Christi, Texas, ahead of schedule; Baseball, Yankees vs. Senators; King Cole cops Paumonok Handicap.

UNIVERSAL (Vol. 13, No. 971)—U. S. to protect Greenland; Nation hails peace on Easter; Japan signs pact with Russia; Ford strike settled; Parachutists at Ft. Benning, Ga.; Boston Bruins win hockey cup; President opens baseball season.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Russell Hayden, formally "Lucky" in the "Hopalong Cassidy" series, will be co-starred with Charles Starrett in a new series of westerns to be produced by Columbia on next season's program. The studio will also make a series co-starring Bill Elliott and Tex Ritter.

Because of schedule conflict, Edward H. Griffith, Paramount producer-director, has placed Madeleine Carroll to co-star with Stirling Hayden in "Dildo Cay," replacing Dorothy Lamour.

Upon completion of his role in Paramount's "The Parson of Panamint," Charlie Ruggles reports to Universal for an important role in a picture, as yet untitled.

Clarence Brown has engaged the services of Claude Slocum, ex-vaudeville magician and prestidigitator, to instruct Clark Gable and Rosalind Russell in sleight-of-hand for a very funny scene in MGM's "The Uniform." Brown's picture deals with the experiences of a couple of jewel thieves.

Desi Arnaz and John Howard have been added to the cast of RKO's "Father Takes a Wife," which went before the cameras a few days ago with Adolphe Menjou, Gloria Swanson, Helen Broderick and Florence Rice heading the cast. Jack Hively directs.

Priscilla Lane's switch to romantic comedy in "Million Dollar Baby" so impressed Warner Bros. executives that they have cast her in the feminine lead of "Hot Nocturne," in which she will play another light role.

Director Edward Cahn completed final scenes for Monogram's "Redhead" which stars Johnny Downs and June Lang and features Eric Blore and Weldon Heyburn.



A Boost For Ona

Dizzy Dean (right) helps John Wayne hold Ona Munson high in the air for the benefit of the cameraman. They are well qualified to do it too, for they were the two biggest men on the Republic Studio lot at the time, both being over 6 feet 3 inches. Dizzy borrowed one of John's top hats for this little scene.

John Ford will direct 20th Century-Fox's "How Green Was My Valley," which will be one of the top budget pictures on the studio's 1941-42 program. Shooting is scheduled to start June 1, providing suitable star assignments can be made by then.

Republic has moved up the starting date of "Down Mexico Way," second Gene Autry special, for a May 15 start. Dorrell and Stuart McGowan have been assigned to write the screenplay.

Jack Oakie, currently appearing in Warner's "Navy Blues," has been conferring with Director Roy Del Ruth on the possibility of arranging his schedule to appear in MGM's "The Chocolate Soldier."

Reinhold Schunzel is reported seeking Katharine Hepburn for Sol Lesser's next United Artists production, "Strange Victory," which he will direct.

Aerial scenes for the next Bill Pine-Bill Thomas film, "Forced Landing," are being shot at Palm Springs. The picture, second in the series, stars Richard Arlen.

Spencer Tracy is due to report at the Ocala, Florida, location for MGM's "The Yearling" this week. Producer-director Victor Fleming will meet him there with the other principals of the cast. A company of 50 technicians and cameramen has already been working on location for the past three weeks.

Joan Blondell and Virginia Bruce have been set for two of the title roles in Columbia's "Three Girls About Town," which Leigh Jason will direct.

Betty Grable, currently in the top spot in the musical, "Miami," will go dramatic in the feminine lead with Tyrone Power in "A Yank in the R. A. F.," forthcoming 20th Century-Fox feature. Miss Grable and Power will be the only American characters in the British air-service yarn.

Continuing the hilarious hit series, "The Road to Moscow" has been added to the production schedule of Paul Jones, Paramount producer, as a starring vehicle for Bing Crosby, Bob Hope and Dorothy Lamour, who were so entertaining in "The Road to Singapore" and "The Road to Zanzibar."

Melvyn Douglas has been awarded the top male role in Columbia's "Our Wife," John Stahl's first picture for Columbia. Ruth Hussey will have the feminine lead and Charles Coburn one of the important supporting parts.



Reading Rehearsal

A reading rehearsal of "My Life With Caroline" in progress under the guidance of Producer-Director Lewis Milestone. The actors being star Ronald Colman and leading lady Anna Lee. This is a phase of preparation of the RKO-Radio release.

Five Tunes in "Angels"

No less than five songs will be presented in Republic's "Angels With Broken Wings," by Jane Frazee, Leni Lynn, Mary Lee and others in the cast. The tunes, written by Eddie Cherkose and Jules Styne, are Three Little Wishes, In Buenos Aires, Has to Be, Bye-lo Baby and Where Do We Dream From Here. The picture is currently before the cameras with Bernard Vorhaus directing for producer Al Cohen.

Korda Starts "Illusions"

Alexander Korda's second American production for United Artists, "Illusions," went before the cameras with a cast headed by Merle Oberon, Alan Marshal, Joseph Cotton, Hans Jaray, George Reeves, Edna May Oliver and John Halliday. Julien Duvivier is directing.

Fowley Signed for Next "Hoppy"

Douglas Fowley, now playing a leading role in Harry Sherman's "The Parson of Panamint," was signed for a major part in the next "Hopalong Cassidy" film entitled "Secret of the Wastelands." Derwin M. Abrahams will direct with William Boyd in the top spot. The picture will also feature Brad King, Sherman's new cowboy discovery.

Cummings Signs New 20th-Fox Deal

Irving Cummings has been signed to a new contract at 20th Century-Fox, calling for two pictures a year over a two year period. The deal goes into effect upon completion of his present directorial assignment, "Belle Starr."

Prinz Joins Roach

LeRoy Prinz, until recently dance director at Paramount, has been signed as producer-director for the new Hal Roach four-reelers to be produced for United Artists. The new series of musicals will be made to run about 50 minutes.

HOLLYWOOD STUDIO ROUND-UP

With production at an all-time high, eleven pictures went before the cameras this week:

METRO-GOLDWYN-MAYER

GET-AWAY—Principals: Robert Sterling, Van Heflin, Charles Winninger, Dan Dailey, Jr. Director, Richard Rosson.
BARNACLE BILL—Principals: Wallace Beery, Shirley Temple, Marjorie Main. Director, Richard Thorpe.

RKO-RADIO

INTERLUDE—Principals: Jean Hersholt, Dorothy Lovett, Robert Baldwin. Director, Erle C. Kenton.
FATHER TAKES A WIFE—Principals: Adolphe Menjou, Gloria Swanson, John Howard. Director, Jack Hively.
LADY SCARFACE—Principals: Dennis O'Keefe, Frances Neal, Eric Blore. Director, Frank Woodruff.

REPUBLIC

SADDLEMATES—Principals: Three Mesquiteers. Director, Les Orlebeck.

UNITED ARTISTS

ILLUSIONS—Principals: Merle Oberon, Alan Marshall, Joseph Cotton, Edna May Oliver. Director, Julian Duvivier.

UNIVERSAL

BEYOND THE LAW—Principals: William Gargan, June Clyde, John Litel. Director, George Waggner.
HALF WAY TO SHANGHAI—Principals: Charles Bickford, Evelyn Ankers, Frank Albertson. Director, Noel Smith.
MARSHAL LAW—Principal: Johnny Mack Brown. Director, Ray Taylor.

WARNER BROTHERS

NAVY BLUES—Principals: Ann Sheridan, Jack Oakie, Martha Raye, Jack Haley, Eddie Albert. Director, Lloyd Bacon.

Griffith to Direct "Frying Pan"

Edward H. Griffith, who directed "Virginia" and numerous other outstanding pictures, was assigned to direct "Out of the Frying Pan," current comedy bit of the Broadway stage, which was bought last week by Paramount. Paul Jones will act as associate producer.

Hempstead-Milestone Teamed

Producer David Hempstead of "Kitty Foyle" fame, and Lewis Milestone, currently directing "My Life With Caroline," have been teamed as the producer-director combination on RKO's "Joan of Paris," which will star Michele Morgan. The picture is scheduled to roll upon completion of Miss Morgan's role in "Journey Into Fear."

Bickford Checks in at Universal

Charles Bickford checked in at Universal for "Half Way to Shanghai," in which he appears with Evelyn Ankers and Frank Albertson. Noel Smith is directing.

Autry, Wayne and Rogers to Top Cast of Republic's Epic

Republic will use its three top male stars, Gene Autry, John Wayne and Roy Rogers in the most pretentious production the studio has ever attempted, based on the Lewis and Clark expedition which blazed the trail from the Mississippi to the Pacific Northwest between 1803 and 1806.

The picture, to be made for the 1941-42 program, will have a budget of around $1,250,000, it was announced by Herbert J. Yates.

Preliminary work on the picture is scheduled to start within the next two weeks and when completed, is to have gala openings at the two terminals of the expedition, the first at St. Louis and the second five days later at Portland.

Autry and Wayne will play the roles of Merriwether Lewis and William Clark, and Rogers will portray George Shannon, the guide who led them through the wilderness.

RKO Signs New Long Term Releasing Deal With Disney

George J. Schaefer, president of RKO, announced that a new long-term deal has been closed with Walt Disney, extending the present release arrangements for the Disney short subjects.

Contracts have also been signed for the world-wide distribution of two striking new Disney features in Technicolor, the first Mickey Mouse full-length feature ever made, and "Dumbo," a unique and original animated story with new characters, centering around the adventures of a whimsical little circus elephant.

The two contracts come hard on the heels of earlier announcements that RKO also will distribute the two big Disney features, "The Reluctant Dragon" and "Bambi."

Cagney to Check With Cohan

James Cagney will confer soon with George M. Cohan on how to play George M. Cohan. Having finished "The Bride Came C.O.D.," with Bette Davis, Cagney will go to New York to see Cohan, who selected him to star in "Yankee Doodle Dandy," the story of Cohan's life to be filmed by Warner Bros.

Nigh Signed by University Films

University Film Productions has signed William Nigh to direct its first production, "The Kiss of Death," which is scheduled to start May 1 at Fine Arts Studio. The story is an original by M. C. Ransome.

Preview for "Dragon"

Walt Disney plans to stage a preview of his "Reluctant Dragon" at the studio theatre before the end of this month. The cartoon feature will be released by RKO.

H. C. Potter Megs "Hellzapoppin"

Jules Levey, head of Mayfair Productions, has signed H. C. Potter to direct the screen version of the Olsen and Johnson stage success, "Hellzapoppin," which he will make for Universal. The show has run on Broadway for three years.

Added to "Interlude" Cast

Neil Hamilton, Maude Eburne, Anne Bennett, Robert Baldwin and Frank Melton have been added to the cast of "Interlude," sixth of the "Dr. Christian" series starring Jean Hersholt. Erle C. Kenton directs for Stephens-Lang Productions.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Visiting on the set of Harry Sherman's "The Parson of Panamint" we ran smack into a party for the latest addition to Pop's staff, Dick Dickson, and a birthday celebration for Johnny Powers, the only real "oldtimer" on the lot.

Shirley Temple started her comeback trail a few days ago at MGM in "Barnacle Bill," in which she is co-starred with Wallace Beery. We're willing to bet a few bucks that she will be on top of the heap before the year is out.

Warner Bros. is searching for any one of the surviving original members of the famed "Floradora Sextette," to act as chaperon to the "Navy Blues Sextette," now in process of formation by the studio for "Navy Blues." It looks like another Scarlett O'Hara hunt.

Well, we finally had the pleasure of viewing Orson Welles' "Citizen Kane." If all the people who have been yelling for something different in entertainment see the picture, it's a sure-fire success. The "most-talked-about" film of the year is a GREAT piece of entertainment, thanks to Mr. Welles.

Monogram has hired the "Dead End Kids" to scare Boogie-Man Bela Lugosi in "Ghosts of the Night." How would you like the job of intimidating Bela?

That story about the young actress who has paid her agent $20,000, but never met him, has a topper. Not only have they never met personally, but the 10-per-center has never seen one of her pictures . . . he's been too busy with the business of running a stable. Nice work if you can get it.

Monogram Preps Two More

Preparations are being rushed at Monogram for early production of "Black Beauty" and "Army Hostess," both set to reach the cameras within the next month.



Seems Like a Good Idea

The suggestion just made by Richard Wallace, director, right, sounds good to Joan Bennett and John Hubbard, two of his players in Columbia's "She Knew All The Answers."

Advance Dope

MAN POWER (WB) **Drama.** Rel. not set. **Principals:** Edward G. Robinson, Marlene Dietrich, George Raft, Alan Hale, Frank McHugh. **Plot:** An amiable, trusting linesman gets mixed up with a girl, falls hard and marries her. She tries to double cross him with his best friend. When the linesman learns the truth, he sets out to kill his friend, but loses his life in the attempt. **Director:** Raoul Walsh.

MY LIFE WITH CAROLINE (RKO) **Comedy.** Rel. not set. **Principals:** Ronald Colman, Anna Lee, Charles Winninger, Katharine Leslie. **Plot:** A wealthy publisher is so busy with his business that he neglects his wife who is too susceptible to other men's flatteries. But the husband loves her and wants to keep her, so he sets out to show her that she is not the abused wife she thinks she is. **Producer-Director:** Lewis Milestone.

BUY ME THAT TOWN (Para.) **Comedy-Drama.** Rel. not set. **Principals:** Lloyd Nolan, Constance Moore, Albert Dekker, Sheldon Leonard. **Plot:** A gang of tough guys, at loose ends what to do when their head man is drafted, take over a whole town and run it as they think it ought to be run. Things start to hum once more in the community, but they end up by doing an about-face and becoming the town's leading citizens. **Director:** Eugene Forde.

PARACHUTE BATTALION (RKO) **Drama.** Rel. not set. **Principals:** Robert Preston, Nancy Kelly, Edmond O'Brien, Harry Carey. **Plot:** Three young men, drawn from different walks of life, start training as full-fledged parachute troops for the Army. Love interest is built around the Sergeant's daughter. **Director:** Leslie Goodwins.

Steers Away from War Angle For Campaign on 'Great Dictator'

A campaign that put local residents into just the right mood to see the picture was staged by Manager Fred Greenway of Poli's Palace Theatre, Hartford, Conn., on "The Great Dictator."

Arrangements were made with the owner of a local rink for a Charlie Chaplin Roller Skating Contest. To be eligible, all contestants had to dress like the famous comedian. Needless to say, there were several hundred Chaplin counterparts in the contest. Prizes for the winners were donated by local merchants.

A ballyhoo man, dressed as Chaplin, was interviewed on the "Hartford Speaks" street broadcast.

In the elementary Hartford schools, a Chaplin drawing contest was conducted.

Among street stunts, no-parking signs were sniped with this copy: "No Parking. This Space Reserved for 'The Great Dictator'." Another stunt consisted of a sandwich man dressed as Chaplin plugging the return engagement at popular prices. A candid camera gag got lots of attention, as did a laugh record which was rigged up in front of the theatre. The entire fleet of news agency trucks was bannered.

A rotogravure break was scored in the Sunday *Courant,* and beauty shop and fur coat cooperative ads broke in advance of and during the playdate. Both weekly and Sunday papers featured special stories and art.

In summing up his campaign activities, Greenway emphasizes the fact that every exploitable way was covered to give Chaplin back to the type of audience that made him famous—the youngsters. Thus, in all ads, trailers and lobby material, the attraction was sold as a comedy. Greenway definitely kept away from the war angle.

Meet Your Exchangemen

David Sohmer (Republic)



Dave, Republic salesman in New York, goes back a long way in the film business. In 1911, he was manager of the Dreamland Theatre; in 1916, salesman for Universal in New York; in 1919, sales manager of Sam Zierlers Commonwealth Film Corp.; and in 1922, its general manager. He organized Biltmore Pictures Corporation in 1925 and remained its general manager while operating the Savoy, Jamaica and St. Albans Theatres. Then he joined Herman Gluckman in Capitol Film Exchange, later Republic, and has remained under the new Republic set-up.

Sidney Swirsky (Columbia)



Sidney entered the film business in 1921 as shipper for Eastern Feature Film operated by Herman Rifkin. After a year and a half, in 1923, he transferred his activities to Universal where he was shipper and assistant booker until 1934, when he was offered an opportunity with Columbia as booker and office manager, a position which he now holds. Sidney is married and has one child. During the many years in the business he has built up a commendable reputation and many friendships.

Maurice N. Wolf (MGM)



Maurice was an exhibitor in his home town of Houston, Texas, from 1910 to 1914, during which time, he was also first president of an exhibitor's organization in that state. He was in Canada for Metro in 1916-7 and then branch manager for World Pictures in Denver. He joined Goldwyn as Los Angeles branch manager in July 1919 and was transferred to Boston four years later. He held that post until his promotion to district manager in 1935.

James Greig (UA)



Jimmie started in the theatre business when theatres were opera houses. He was an exhibitor for a number of years and finally sold his theatre and joined Fox in Memphis as a salesman covering Arkansas, Tennessee and Kentucky. After a few years, he joined Pathe and remained until after the merger. In 1934, he joined United Artists as a salesman in the St. Louis office, covering the same familiar territory.

Sam Gardner (MGM)



Sam, who is now branch manager in Salt Lake City, is known all over as "Genial Sam," though he put on his sternest expression for this picture. He has just celebrated his second anniversary in his present post, having been promoted from salesman in Indianapolis. Prior to that he was in Denver, Salt Lake City and Los Angeles, successively, as a salesman, or portfolio carrier, to be more dignified.

Tim F. O'Toole (Columbia)



Tim has been connected with the motion picture business about 28 years directly, and indirectly about 32 years, inasmuch as he originally handled the first motion pictures shipped to New England by American Railway Express. He spent 2 years with Mutual Film Corp., 3 years with Famous Players, 1 year with Federated and 10 years with Independent Films. He went to Columbia in 1929 and stayed with the Boston branch of the company for nine years. After that he was transferred to the New Haven branch where he is now manager.

Saul Frifield (Paramount)



Following a successful career in Chicago as a financial credit man, Saul, recently appointed branch manager in New Orleans, started in the Chicago exchange to learn the business of selling pictures, in January, 1938. Six months later, after a brief period in New York, he was made a salesman in Memphis. In October, 1939, he was transferred to Charlotte where he remained until promoted to his present post last January.

Henry D. Hearn (UA)



Hank started his career in show business as an usher in a Jacksonville Theatre of which E. J. Sparks was manager. In two years he was manager of a house in St. Augustine, first of the S. A. Lynch Circuit. Later he was city manager in Spartanburg, S. C., and then in Augusta, Ga., finally leaving the theatre field to join Oscar Oldknow, then an independent distributor in the South. A few years later he was branch manager for First National in Memphis, then sold for MGM in Florida. Three years ago, he joined United Artists as a salesman in Charlotte.

Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70..	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60..	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	Lyon-Harlow-Hall	100..	1/10/40	Reissued
Hell's Crossroads (D)A (Former title "Our Daily Bread")	Tom Keene-John Qualen		8/2/40	Reissued
Monster Walks (My-D)	Mischa Auer	60..	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88..	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86..	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60..	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70..	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79..	9/30/40	b10/12/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63..	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (CD)F	Penny Singleton-Arthur Lake	69..	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64..	9/1/40	b1/18/41
1037	Girls of the Road (D)A	Ann Dvorak-Helen Mack-L. Lane	61..	6/20/40	b7/27/40
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59..	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89..	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117..	9/19/40	b8/31/40
	I Married Adventure (T)F	Travelogue Feature	78..	7/24/40	b8/3/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81..	8/7/40	b8/10/40
1036	Mad Men of Europe (War)F	Edmund Gwenn-Mary Maguire	72..	6/3/40	b5/25/40
1038	Military Academy (D)F	Tommy Kelly-Bobby Jordan	66..	7/18/40	b7/20/40
1021	Out West with the Peppers (CD)F	Edith Fellows-Dorothy Peterson	62..	6/30/40	b7/20/40
1028	Passport to Alcatraz (Spy)A	Jack Holt-Cecelia Callejo	60..	6/6/40	b5/25/40
1214	Return of Wild Bill (W)F	Bill Elliott-Iris Meredith	60..	6/27/40	b7/13/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62..	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58..	2/13/41	a11/16/40
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80..	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128..	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57..	11/14/40	b3/15/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68..	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68..	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65..	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60..	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68..	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68..	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74..	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69..	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59..	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64..	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53..	12/9/40	b11/23/40
2034	Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54..	4/10/41	b4/12/41
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64..	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76..	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69..	2/20/41	b3/1/41
2044	Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82..	2/28/41	b10/21/39
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65..	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay		3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59..	2/27/41	a8/31/40
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70..	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61..	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58..	9/30/40	b11/9/40
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69..	10/3/40	b9/28/40
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95..	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57..	12/5/40	b9/21/40
	Under Age (D)	Nan Grey-Alan Baxter-Tom Neal		4/17/41	a3/15/41
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58..	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59..	12/31/40	a10/26/40

Coming 1940-41

	Adventure in Washington (D) (Former title "Senate Page Boys")	Herbert Marshall-Virginia Bruce		5/30/41	a3/15/41
	Betty Co-Ed	Ruby Keeler-Harriet Hilliard			In Prod.
	Big Boss (D) (Former title "Chain Gang")	Otto Kruger-Gloria Dickson		4/28/41	a3/15/41
	Blondie in Society	Penny Singleton-Arthur Lake			In Prod.
2215	Hands Across the Rockies (W)	Bill Elliott-Dub Taylor		5/8/41	a3/15/41
	Her First Beau (CD)	Jane Withers-Jackie Cooper			In Prod.
	I Was a Prisoner on Devil's Island	Sally Eilers-Donald Woods			In Prod.
	Naval Academy (CD)	Jimmy Lydon-Fred. Bartholomew		5/22/41	a3/15/41
	Obituary	Frank Craven-Edgar Buchanan			In Prod.
	Officer and the Lady	Rochelle Hudson-Bruce Bennett			In Prod.
	One Way Street	Anita Louise-Russell Hayden			In Prod.
	Penny Serenade (CD)F	Irene Dunne-Cary Grant	124..	4/24/41	b4/19/41
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles		5/7/41	In Prod.
	She Knew All the Answers(D)	Franchot Tone-Joan Bennett		5/15/41	a3/29/41
	They Dare Not Love (D)	Martha Scott-George Brent		4/30/41	a2/22/41
	Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane		6/5/41	a3/15/41
	Voice In the Night (D)	Clive Brook-Diana Wynyard	83		b4/19/41

DISNEY

	Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86..	7/5/40	b7/6/40
48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120..	8/30/40	b8/10/40
42	Captain Is A Lady (C)F	Coburn-Billie Burke-B. Bondi	65..	6/21/40	b6/29/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70..	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	99..	8/9/40	b8/10/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	100..	6/14/40	b6/15/40
41	Mortal Storm (D)F	Margaret Sullavan-Jas Stewart	102..	6/28/40	b6/15/40
31	New Moon (O)F	Jeanette MacDonald-Nelson Eddy	117..	8/2/40	b7/13/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117..	8/2/40	b7/13/40
44	Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82..	7/12/40	b7/13/40
39	Susan and God (C)A	Joan Crawford-Fredric March	117..	6/7/40	b6/8/40
45	We Who Are Young (D)A	Lana Turner-John Shelton	78..	7/19/40	b7/20/40

MGM

Current 1940-41

			Mins.	Rel. Date	See Issue of
126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101..	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore	70..	3/28/41	b3/29/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94..	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72..	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	85..	1/31/41	b1/25/41
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	88..	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80..	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74..	11/29/40	b12/7/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73..	10/4/40	b10/5/40
108	Escape (D)A	Norma Shearer-Robert Taylor	104..	11/1/40	b11/2/40
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	115..	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55..	2/28/41	b3/8/41
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76..	11/15/40	b11/16/40
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228..	1/17/41	b12/16/39
114	Go West (F)F	Marx Brothers	82..	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82..	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77..	10/25/40	b11/2/40
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78..	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject	98..	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98..	11/22/40	b11/16/40
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79..	1/10/41	b1/11/41
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107..	4/11/41	b3/15/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80..	3/14/41	b3/15/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110..	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83..	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72..	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120..	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96..	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90..	2/14/41	b2/15/41
131	Washington Melodrama(My)A	Frank Morgan-Ann Rutherford	80..	4/18/41	b4/19/41
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78..	1/24/41	b2/1/41
102	Wyoming (CD)A	Wallace Beery-Marjorie Main	87..	9/13/40	b9/14/40

Coming 1940-41

	Barnacle Bill	Wallace Beery-Shirley Temple		In Prod.
	Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan	6/6/41	a2/1/41
	Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)		a3/29/41
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman		a3/29/41
	Getaway	Robert Sterling-Van Heflin		In Prod.
	I'll Wait For You	Virginia Weidler-Robt. Sterling	5/16/41	In Prod.
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern		a3/22/41
	Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter	5/9/41	a3/29/41
	Marx Bros. (Untitled) (F)	Marx Bros.-Virginia Grey		In Prod.
	People vs. Dr. Kildare (D)	Lew Ayres-Lionel Barrymore	5/2/41	In Prod.
	Uniform, The (D)	Clark Gable-Rosalind Russell		a3/29/41
	Woman's Face (D)	Joan Crawford-Melvyn Douglas	5/23/41	a3/29/41
130	Ziegfeld Girl (MD)	Stewart-Garland-Lamarr-Martin	131..	4/25/41 b4/19/41

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55..	8/19/40	b8/31/40
	Boys of the City (C-D)F	East Side Kids	63..	7/15/40	b7/20/40
	Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67..	8/5/40	b8/3/40
	Golden Trail (W)F	Tex Ritter	52..	7/3/40	b7/6/40
	Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70..	7/22/40	b7/20/40
	Last Alarm (D)F	Warren Hull-Polly Ann Young	61..	6/25/40	b7/6/40
	Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62..	8/12/40	b8/3/40
	Missing People (My)F	Will Fyffe-Kay Walsh	69..	8/19/40	b11/9/40
	On the Spot (D)F	Frankie Darro-Mary Kornman	61..	6/11/40	b6/8/40
	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73..	8/26/40	b9/14/40
	Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59..	7/29/40	b8/3/40
	Riders From Nowhere (W)	Jack Randall-Margaret Roach	45..	6/6/40	a4/27/40
	Up in the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61..	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60..	9/2/40	b9/7/40
	Wild Horse Range (W)F	Jack Randall	53..	6/25/40	b6/22/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62..	9/30/40	b10/26/40
	Break the News (M)	Maurice Chevalier-Jack Buchanan	75..	4/10/41	Reissued
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83..	12/20/40	b6/29/40
	Dead Man's Shoes (My)	Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64..	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65..	3/10/41	b3/1/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77..	12/25/40	b12/28/40
	Hoosier Schoolboy	Mickey Rooney		4/17/41	Reissued
	Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		2/10/41	a1/11/41
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78..	10/21/40	b10/26/40
	Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
	Outsider (D)F	Geo. Sanders-Mary Maguire	91..	9/15/40	b3/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62..	11/11/40	b11/23/40
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63..	12/15/40	b1/25/41
	Range Busters (W)F	Ray Corrigan-Max Terhune	56..	8/22/40	b9/14/40
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60..	2/25/41	b2/22/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63..	12/30/40	b2/1/41
	Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69..	3/25/41	b3/22/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64..	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62..	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58..	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55..	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)	Range Busters		4/20/41	a4/12/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56..	11/14/40	b12/7/40
	You're Out of Luck (D)F	Darro-Moreland	62..	1/20/41	b1/18/41

Coming 1940-41

	House of Mystery	Kenneth Kent-Judy Kelly		5/7/41	Not Rev.
	Invisible Ghost (H)A	Bela Lugosi-Polly Ann Young	64..	4/25/41	b4/19/41
	King of Zombies	John Archer-Mantan Moreland		5/25/41	In Prod.
	Pioneers, The (W)	Tex Ritter-Slim Andrews		5/10/41	In Prod.
	Redhead	June Lang, Johnny Downs		5/14/41	In Prod.
	Roar of the Press (My) (Former title "Widows of the Press")	Jean Parker-Wallace Ford		4/30/41	a3/29/41

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72..	8/16/40	b8/17/40
3938	Ghost Breakers (MyC)F	Bob Hope-Paulette Goddard	78..	6/21/40	b6/8/40
3942	Golden Gloves (D)A	Jean Cagney-Robert Ryan	68..	8/2/40	b8/3/40
3943	Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85..	8/23/40	b7/27/40
3958	Hidden Gold (W)F	Wm. Boyd-Russell Hayden	61..	6/7/40	b5/18/40
3946	Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77..	8/9/40	b8/10/40
	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126..	12/27/40	b10/26/40
3939	Queen of the Mob (G)A	Jean Cagney-Richard Denning	60..	6/28/40	b6/29/40
3937	Safari (D)F	Madeleine Carroll-Fairbanks, Jr.	86..	6/14/40	b6/8/40
3959	Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61..	7/12/40	b7/6/40
3941	Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82..	7/26/40	b6/29/40
3940	Way of All Flesh (D)A	Akim Tamiroff-William Henry	84..	7/5/40	b6/1/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41

			Mins.	Rel. Date	See Issue of
4009	Arise, My Love (CD)A	Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)F	Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)F	Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F	Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4006	Dancing on A Dime (MC)F	Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F	Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)F	Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)A	Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4016	Life With Henry (C)F	Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4021	Lady Eve (D)F	Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)F	Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)F	Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)F	Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)A	Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)A	D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)F	J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4004	Quarterback (CD)F	Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)F	MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4025	Road to Zanzibar (CM)F	Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)F	Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4001	Rhythm on the River (M)F	Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)F	Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)F	J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4050	Three Men From Texas (W)F	William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)A	Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)F	Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)A	Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)F	Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming 1940-41

	Aloma of the South Seas (D)	Dorothy Lamour-Jon Hall (Tech.)	8/8/41	a4/12/41
	Buy Me That Town (CD)	Lloyd Nolan-Constance Moore		a4/19/41
	Caught in the Draft (C)	Bob Hope-Dorothy Lamour	5/30/41	a3/1/41
	Great Man's Lady (D)	Barbara Stanwyck-Joel McCrea (Former title "Pioneer Woman")		a3/22/41
	Henry For President	Jimmy Lydon-Mary Anderson		In Prod.
	Hold Back the Dawn (D)	Chas. Boyer-Olivia de Havilland		a3/22/41
	I Wanted Wings (D)F	Brian Donlevy-Ray Milland	130	b3/29/41
	Kiss the Boys Goodbye (CM)	D. Ameche-M. Martin-D. Levant	7/4/41	a3/8/41
	New York Town	Mary Martin-Fred MacMurray	7/25/41	a11/30/40
	Night of Jan. 16th (My)	Ellen Drew-Robt. Preston		a4/12/41
	Nothing But the Truth	Bob Hope-Paulette Goddard		In Prod.
	One Night in Lisbon (CD)	Madeleine Carroll-Fred MacMurray	5/16/41	a2/8/41
	Parson of Panamint	Charles Ruggles-Ellen Drew	6/27/41	In Prod.
	Pirates on Horsehack (W)	Wm. Boyd-Russell Hayden	6/6/41	a1/25/41
4026	Power Dive (D)F	Richard Arlen-Jean Parker	68	4/25/41 b4/12/41
4027	Reaching for the Sun (CD)A	Joel McCrea-Ellen Drew	88	5/2/41 b4/12/41
	Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)	6/13/41	a11/9/40
	Skylark (CD)	Claudette Colbert-Ray Milland		a3/1/41
4021	There's Magic in Music(Mu)F	Allan Jones-Susanna Foster (Reviewed as "Hard Boiled Canary")	80	5/9/41 b3/1/41
	West Point Widow (CD)	Ann Shirley-Richard Carlson	7/25/41	a3/22/41
	Wide Open Town (W)	William Boyd-Russell Hayden		a3/1/41
	World Premiere	John Barrymore-Frances Farmer		In Prod.

Coming 1941-42

	Mr. Bug Goes to Town	Tech. Cartoon Feature	In Prod.

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice(W)	Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	Bob Steele	55	9/30/40	Not Rev.
157	Billy the Kid Outlawed (W)	Bob Steele	55	7/20/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)F	Bob Steele	62	4/18/41	b4/12/41
160	Billy the Kid's Range War (W)	Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)	Henry Armetta	62	1/17/41	Not Rev.
105	Devil Bat (My)	Bela Lugosi	69	12/13/40	Not Rev.
	Emergency Landing (Spy)	Carol Hughes		5/9/41	In Prod.
108	Federal Fugitives (Spy)	Neil Hamilton		3/28/41	a3/29/41
151	Frontier Crusader (W)	Tim McCoy	64	6/1/40	Not Rev.
152	Gun Code (W)	Tim McCoy	55	8/3/40	Not Rev.
102	Hold That Woman (C-D)F	James Dunn-Frances Gifford	66	6/28/40	b8/3/40
104	Misbehaving Husbands (C)F	Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
165	Lone Rider In Ghost Town	Geo. Houston-Alaine Brandes		5/16/41	In Prod.
103	Marked Men (D)	Warren Hull-Isabel Jewell		8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)F	Tim McCoy	53	3/7/41	b3/1/41
154	Riders of Black Mountain (W)	Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)F	Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)	Roger Pryor-Virginia Vale		4/25/41	a3/29/41

R.K.O.-RADIO

Current 1939-40

35	Anne of Windy Poplars (D)F	Anne Shirley-James Ellison	89	6/28/40	b6/22/40
39	Cross Country Romance (C)F	Gene Raymond-Wendy Barrie	66	7/12/40	b6/29/40
40	Dance, Girl, Dance (D)A	Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
36	Dr. Christian Meets the Women (D)F	Jean Hersholt-Dorothy Lovett	63	7/5/40	b6/29/40
38	Lucky Partners (C)A	Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
37	Millionaires in Prison (D)A	Lee Tracy-Linda Hayes	62	7/26/40	b6/29/40
42	One Crowded Night (D)A	Billie Seward-Don Costello	66	8/9/40	b8/3/40
34	Pop Always Pays (C)F	Leon Errol-Dennis O'Keefe	66	6/21/40	b6/22/40
84	Prairie Law (W)F	Geo. O'Brien-Virginia Vale	62	6/7/40	b6/22/40
61	Queen of Destiny (B)F (Reviewed as "Sixty Glorious Years")	Neagle-Walbrook (Tech.)	90	8/2/40	b10/29/38
33	Saint Takes Over (MyC)F	Geo. Sanders-Wendy Barrie	60	6/7/40	b4/27/40
85	Stage to Chino (W)F	George O'Brien	59	7/26/40	b7/27/40
41	Stranger on the Third Floor (D)A	Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
29	Tom Brown's Schooldays (D)F	Jimmy Lydon-Hardwicke	84	7/19/40	b6/22/40
86	Triple Justice (W)F	Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)F	Fay Wray-Charles Lang	62	8/23/40	b8/17/40

Current 1940-41

183	Along the Rio Grande (W)F	Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
181	Convoy (War)F	Clive Brook-John Clements	89	1/3/41	b12/7/40
122	Devil and Miss Jones (D)F	Jean Arthur-Chas. Coburn	92	4/11/41	b4/5/41
102	Dreaming Out Loud (C)F	Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
182	Fargo Kid (W)F	Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)F	Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
120	Girl, A Guy and A Gob (C)F	Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)F	Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)A	Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)F	Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)F	Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)F	Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
124	Melody for Three (D)F	Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
110	Little Men (D)F	Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)F	Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)A	Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)A	Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)F	Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)A	Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)F	March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)F	Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
125	Repent at Leisure (C-D)	Kent Taylor-Wendy Barrie		4/4/41	a3/1/41
184	Robbers of the Range (W)F	Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
123	Scattergood Baines (C)F	Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41

R.K.O.-RADIO

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
116	Saint in Palm Springs(MyC)F	George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
104	They Knew What They Wanted (D)A	Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)A	Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her(C)F	Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)F	Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)F	Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

Coming 1940-41

	Bambi	Disney Cartoon Feature		In Prod.
	Before the Fact (D)	Cary Grant-Joan Fontaine		a3/22/41
118	Citizen Kane (D)A	Orson Welles-Dorothy Comingore	120	b4/12/41
185	Cyclone on Horseback (W)	Tim Holt-Marjorie Reynolds	6/6/41	In Prod.
	Devil and Daniel Webster	Thomas Mitchell-Walter Huston		In Prod.
	Father Takes a Wife	Adolphe Menjou-Gloria Swanson		In Prod.
129	Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles		a4/5/41
	Interlude	Jean Hersholt-Dorothy Lovett		In Prod.
	Lady Scarface	Dennis O'Keefe-Frances Neal		In Prod.
	My Life With Caroline (C)	Ronald Colman-Anna Lee		a4/19/41
	Parachute Battalion (D)	Robert Preston-Nancy Kelly		a4/19/41
	Reluctant Dragon	Benchley and Cartoon Characters		In Prod.
132	Scattergood Pulls the Strings	Guy Kibbee	5/23/41	In Prod.
133	Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger	5/30/41	In Prod.
128	They Met in Argentina (MD)	Ellison-O'Hara-Ebsen	4/25/41	a2/15/41
126	Tom, Dick and Harry (C)	Ginger Rogers-Geo. Murphy	6/13/41	a3/29/41

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)F	Gene Autry-Burnette-June Storey	65	7/15/40	b7/20/40
955	Carson City Kid (W)F	Roy Rogers-"Gabby" Hayes	57	7/1/40	b6/22/40
924	Earl of Puddlestone (C)F	The Gleasons	66	5/10/40	b5/18/40
904	Girl From God's Country(D)F	Chester Morris-Chas. Bickford	75	7/30/40	b7/27/40
908	Grand Ole Opry (C)F	Weaver Bros. & Elviry	68	6/25/40	b7/13/40
992	One Man's Law (W)F	Don Barry-Janet Waldo	57	6/29/40	b7/13/40
956	Ranger and the Lady (W)F	Roy Rogers-George Hayes	59	7/30/40	b7/27/40
909	Scatterbrain (C)F	Judy Canova-Alan Mowbray	73	7/20/40	b7/13/40
910	Sing, Dance, Plenty Hot(M)F	Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40
903	Three Faces West (D)F (Reviewed as "The Refugee")	J. Wayne-Sigrid Gurie-C. Coburn	81	7/12/40	b6/22/40
907	Wagons Westward (D)F	Chester Morris-Anita Louise	69	6/19/40	b6/29/40
902	Women in War (D)F	Elsie Janis-Wendy Barrie	71	6/6/40	b6/1/40

Current 1940-41

10	Arkansas Judge (C)F	Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)F	Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)F	Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)F	Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)F	Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)F	Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)F	Roy Rogers-George Hayes	57	9/15/40	b9/7/40
7	Friendly Neighbors (C)F	Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)F	Don Barry-Betty Moran	57	10/10/40	b10/12/40
17	Girl From Havana (D)A	Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)F	Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)F	Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)F	Roy Rogers-G. "Gabby" Hayes	58	3/28/41	b4/12/41
64	Lone Star Raiders (W)F	Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)A	John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)F	Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)F	Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)F	Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (CD)F	Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5/41
61	Oklahoma Renegades (W)F	Three Mesquiteers	57	8/29/40	a8/17/40
66	Pals of the Pecos (W)	Three Mesquiteers	56	4/8/41	a3/15/41
20	Petticoat Politics (C)F	Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)F	Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)F	Three Mesquiteers	58	2/16/41	b2/22/41
43	Ride, Tenderfoot, Ride(MW)F	Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)F	Gene Autry-Smiley Burnette	79	1/24/41	b2/1/41
54	Robin Hood of the Pecos(W)F	Roy Rogers-George Hayes	59	1/14/41	b1/18/41
2	Sis Hopkins (CM)F	Judy Canova-Bob Crosby	98	4/12/41	b4/12/41
73	Texas Terrors (W)F	Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)F	Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)F	Don "Red" Barry	57	8/16/40	b8/3/40
76	Two-Gun Sheriff (W)	Don "Red" Barry-Lynn Merrick	56	4/10/41	a3/15/41
62	Under Texas Skies (W)F	Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)A	John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)F	Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)F	Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

	Angels With Broken Wings	Binnie Barnes-Gilbert Roland		In Prod.
	Country Fair	Eddie Foy, Jr.-June Clyde		a4/5/41
	Desert Bandit (W)	Don Barry-Lynn Merrick		In Prod.
	Gay Vagabond, A (CD)	Ruth Donnelly-Roscoe Karns		a4/12/41
14	Lady From Louisiana (Former title "Lady From New Orleans")	Ona Munson-John Wayne	4/22/41	a3/15/41
13	Rookies on Parade (CM)	Bob Crosby-Ruth Terry		a3/15/41
	Saddlemates (W)	Three Mesquiteers		In Prod.
	Sheriff of Tombstone (W)	Roy Rogers-George "Gabby" Hayes		a4/12/41
46	Singing Hill, The (DW)	Gene Autry-Smiley Burnette	4/26/41	a3/29/41
	Thunder Over the Ozarks	Weaver Bros. & Elviry		In Prod.

20TH CENT.-FOX

Current 1939-40

48	Charlie Chan's Murder Cruise (My)F	Sidney Toler-Marjorie Weaver	75	6/21/40	b5/11/40
34	Earthbound (D)A	Warner Baxter-Andrea Leeds	67	6/7/40	b6/8/40
47	Four Sons (D)A	Ameche-Leontovitch-Alan Curtis	89	6/14/40	b6/1/40
49	Lucky Cisco Kid (W)F	Cesar Romero-Mary Hughes	68	6/28/40	b6/1/40
46	Manhattan Heartbeat (D)F	Virginia Gilmore-Joan Davis	72	7/12/40	b6/8/40
50	Maryland (Tech.) (B)F	B. Joyce-Payne-Brennan	92	7/19/40	b7/6/40
52	Sailor's Lady (C)F	Nancy Kelly-Jon Hall	66	7/5/40	b7/6/40

Current 1940-41

107	Brigham Young, Frontiersman (PD)A	Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)A	Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)F	Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)F	Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
136	Dead Men Tell (My)F	Sidney Toler	61	3/28/41	b3/29/41
113	Down Argentine Way (M)F	Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)F	G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
108	Gay Caballero (W)F	Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)F	Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)F	Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)F	Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
111	Great Profile (C)A	John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)F	Paul Muni-Gene Tierney	94	1/3/41	b12/28/40
122	Jennie (D)F	Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

143	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell		5/30/41	a3/15/41
	Bride Wore Crutches (C-D)F	Lynne Roberts-Ted North	59	6/27/41	b7/27/40
141	Cowboy and the Blonde (CD)	Mary Beth Hughes-G. Montgomery		5/16/41	a3/15/41
	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	a8/17/40
140	Great American Broadcast	Alice Faye-John Payne-Jack Oakie		5/9/41	a3/1/41
	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12/41
	Mail Train	Alastair Sim-Gordon Harker		4/25/41	Not Rev.
	Man Hunt	Walter Pidgeon-Joan Bennett		6/20/41	In Prod.
	Man With the Shovel	Geo. Montgomery-Osa Massen		7/11/41	In Prod.
	Miami (Tech.)	Don Ameche-Betty Grable		7/4/41	In Prod.
135	Outlaw, The	Walter Huston-Thos. Mitchell		5/2/41	In Prod.
	Very Young Lady (C)	Jane Withers-Nancy Kelly		6/13/41	a3/8/41

Coming 1941-42

Belle Starr (Tech.)	Henry Fonda-Randolph Scott	In Prod.
Sun Valley	Sonja Henie-John Payne-M. Berle	In Prod.

UNITED ARTISTS

Current

	Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
	Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
	Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
	Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
	Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
	Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
	Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
	Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
	Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
	Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
	So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
	Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
	South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40	b7/20/40
	That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
	Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
	Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
	Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe	a3/1/41
Illusions	Merle Aberon-Alan Marshall	In Prod.
Major Barbara	Wendy Hiller-Robert Morley	Coming
New Wine (MD)	Ilona Massey-Binnie Barnes	a3/8/41
That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126 4/30/41 b3/22/41

UNIVERSAL

Current 1939-40

4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4037	I Can't Give You Anything But Love, Baby (C)F	Peggy Moran-Johnny Downs	61	6/21/40	b5/11/40
4036	Love, Honor, and Oh Baby (C)F	Wallace Ford-Kathryn Adams	60	6/7/40	b6/8/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4008	Sandy Is A Lady (C)F	Sandy-Mischa Auer-Nan Grey	64	6/14/40	b5/25/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell		4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)	Richard Arlen-Andy Devine		4/18/41	a4/5/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

			Mins.	Rel. Date	See Issue of
	Beyond the Law	Wm. Gargan-June Clyde-John Litel			In Prod.
5028	Black Cat (My)	Hugh Herbert-Broderick Crawford		5/2/41	a3/8/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot		4/25/41	a2/15/41
	Halfway to Shanghai	Charles Bickford-Evelyn Ankers			In Prod.
	Hello Sucker	Hugh Herbert-Peggy Moran			In Prod.
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	In the Navy (MyC)	Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.
	Marshal Law (W)	Johnny Mack Brown			In Prod.
	Men of the Timberlands	Richard Arlen-Andy Devine			In Prod.
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/18/41	a4/5/41
	Tight Shoes	Brod Crawford-Ann Gwynne		6/13/41	In Prod.
	Too Many Blondes	Rudy Vallee-Helen Parrish			In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery		8/15/41	a3/8/41

Coming 1941-42

Oh, Charlie (MyC)	Abbott & Costelle—Evelyn Ankers	a2/22/41
Sing Another Chorus	Johnny Downs-Jane Frazee	In Prod.

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
405	Brother Orchid (GC)F	E. G. Robinson-Sothern-Bellamy	90	6/8/40	b6/1/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
473	Fugitive From Justice (G)A	Roger Pryor-Lucille Fairbanks	53	6/15/40	b6/8/40
424	Gambling on the High Seas (G)F	Wayne Morris-Jane Wyman	58	6/22/40	b2/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b8/29/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40

Current 1940-41

570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
	Great Lie (D)F	Bette Davis-Geo. Brent	95	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
525	Here Comes the Navy (C)F	James Cagney-Pat O'Brien	86	12/21/40	Reissue
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My) (Former title "Murder on the Second Floor")	Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40

Coming 1940-41

	Affectionately Yours (C)	Merle Oberon-Dennis Morgan		5/10/41	a2/8/41
	Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris			a4/12/41
	Bride Came C.O.D. (C-D)	Bette Davis-James Cagney			a2/15/41
	Dive Bomber (Tech.)	Errol Flynn-Fred MacMurray			In Prod.
	Flight Patrol (D)	James Stephenson-Ronald Reagan			a4/12/41
	Gentle People (D)	Ida Lupino-John Garfield			a3/8/41
	Highway West (D)	Brenda Marshall-Olympe Bradna			a3/1/41
	Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt			a1/25/41
	Man Power (D)	Marlene Dietrich-George Raft			a4/19/41
	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
	Million Dollar Baby (CD) (Former title "Miss Wheelwright Discovers America")	Priscilla Lane-Ronald Reagan		5/31/41	a2 1 41
	Navy Blues	A Sheridan-J. Oakie-M. Raye			In Prod.
523	Nurse's Secret (My)	Lee Patrick-Regis Toomey		5 24 41	a3/8/41
	Passage From Hong Kong (My)	Keith Douglas-Lucile Fairbanks			a3/29/41
	Sergeant York	Gary Cooper-Joan Leslie			a3/29/41
	Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson			a2/1/41
563	Singapore Woman (D)	Brenda Marshall-David Bruce		5/17/41	a2/1/41
	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3 41	b4/19/41
	Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			a3/1/41
	Underground (D)	Jeffrey Lynn-Karen Verne			a3/22/41
560	Wagons Roll at Night (D) (Former title "Carnival")	Humphrey Bogart-Sylvia Sidney		4/26/41	a11/2/40

MISCELLANEOUS

	Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
	Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
	King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
	Leopard Men of Africa (T)A	Natives and animals	65	Select	b7/6/40
	Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
	Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
	Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
	Murder in the Night (D)A	Jack LaRue-Sandra Storme	58	Film All	b7/20/40
	Overnight (D)F	Robert Donat-Pearl Argyle	66	Mundus	b6/8/40
	Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights		10	Not Rev.
2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2505	Helping Paw	Amusing	7	2/ 1/41
2507	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2604	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home		10	Not Rev.
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41

STOOGE COMEDIES (8)

2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

COLUMBIA 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941		10	Not Rev.
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer		11	Not Rev.
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	9/ 7/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106	Stuffie	Swell	11	3/ 9/40
S-105	What's Your I.Q.?	Good	7½	3/ 9/40
S-109	What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

F-141	Day of Rest	Funny	10	10/28/39
F-144	Home Movies	A Howl	9	3/ 9/40
F-142	See Your Doctor	Very Funny	8	12/23/39
F-143	That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

X-151	Flag Speaks	A Must	19	5/ 4/40
X-80	Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

T-59	Calling on Colombia	Standard	8	4/27/40
T-51	Day on Treasure Island	Colorful	10	9/ 9/39
T-55	Land of Alaska Nellie	Good	10	1/27/40
T-61	Modern New Orleans	Interesting	9	6/ 1/40
T-52	Natural Wonders of Washington State	Okay	10	10/28/39
T-57	Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56	Old Natchez	Good	9	2/ 3/40
T-53	Quaint St. Augustine	Charming	9	11/25/39
T-58	Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60	Sitka and Juneau	Interesting	9	4/27/40
T-62	Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54	Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

		Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)				
W-243	Abul the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-241	Lonesome Stranger	Excellent	9	12/ 7/40
W-242	Mrs. Ladybug	Excellent	8	1/ 4/41
W-244	Prospecting Bear	Funny	9	4/ 5/41
CRIME DOESN'T PAY (6)				
P-201	Eyes of the Navy	Excellent	22	10/19/40
P-204	Forbidden Passage	Tops	21	3/ 1/41
P-203	Respect the Law	Very Good	20	2/ 1/41
P-202	You the People	Excellent	21	1/ 4/41
MINIATURES (10)				
M-232	Great Meddler	Very Good	10	1/ 4/41
M-233	Happiest Man on Earth	Unusual	10	2/ 1/41
M-234	More About Nostradamus	Timely	11	2/22/41
M-231	Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)				
C-296	Baby Blues	Very Good	10	4/ 5/41
C-295	Fightin' Fools	Good Fun	10	2/ 1/41
C-293	Goin' Fishin'	Standard	10	11/ 9/40
C-291	Good Bad Boys	Good	11	9/ 7/40
C-294	Kiddie Cure	Good Gang	11	12/ 7/40
C-292	Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297	Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)				
K-281	American Spoken Here	Excellent	10	12/ 7/40
K-283	More Trifles of Importance	Excellent	11	4/ 5/41
K-282	Whispers	Excellent	10	2/22/41
PETE SMITH SPECIALTIES (14)				
S-266	Memory Tricks	Amusing	9	4/ 5/41
S-264	Penny to the Rescue	Excellent	10	2/ 1/41
S-261	Quicker'n a Wink	Excellent	10	11/ 9/40
S-265	Quiz Biz	Entertaining	10	2/22/41
S-263	Sea For Yourself	Holds Interest	10	1/ 4/41
S-262	Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)				
T-218	Alluring Alaska	Usual	10	4/ 5/41
T-214	Beautiful Bali	As Usual	10	12/ 7/40
T-211	Capital City	Fair	9	9/ 7/40
T-212	Cavalcade of San Francisco	Too Late	9	9/28/40
T-219	Glimpses of Kentucky		10	Not Rev.
	Glimpses of Washington State		10	Not Rev.
	Haiti, Land of Dark Majesty		10	Not Rev.
T-216	Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213	Old New Mexico	Fair	10	11/ 9/40
T-215	Old New Orleans	As Usual	10	1/ 4/41
T-217	Red Men on Parade	Fair	10	3/ 1/41
	Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939 40

		Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)				
C9-3	Ants in the Plants	Good	7	3/23/40
C9-1	Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4	Kick in Time	Good	7	2/24/40
C9-2	Little Lambkin	Cute	7	8/17/40
C9-5	Snubbed by a Snob	Cute	7	5/18/40
C9-6	You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)				
K9-6	Argentina		10	Not Rev.
K9-3	Chile	Fair Travelogue	10	12/16/39
K9-4	Cuba		10	Not Rev.
K9-1	Ecuador	Fair	10	9/16/39
K9-5	Isle of Columbus		10	Not Rev.
K9-7	Pacific Paradise	Interesting	10	7/13/40
K9-2	Peru	Average	10	10/21/39
HEADLINERS (10)				
A9-1	Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9	Blue Barron & Orch.	Good	10	6/ 8/40
A9-5	Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8	Have You Met Yvette?	Good	10	5/ 4/40
A9-4	Here's Hal	Average	10	12/16/39
A9-6	Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3	Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7	George Olsen and His Music	Peppy	10	3/23/40
A9-2	Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10	Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)				
V9-3	Bits of Life	Misses Fire	11	12/16/39
V9-2	Busy Little Bears	Splendid	10	11/11/39
V9-9	Dangerous Dollars	Informative	11	7/13/40
V9-7	Not So Dumb	Excellent	10	3/23/40
V9-6	Pictorial	Interesting	10	2/24/40
V9-10	Pictorial No. 2	Satisfactory	10	8/24/40
V9-1	Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5	Sugar Wind	Good	10	2/ 3/40
V9-8	Television Preview	Interesting	10	5/18/40
V9-4	Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)				
E9-10	Doing Impossikible Stunts	Good	7	8/17/40
E9-3	Females Is Fickle	Good	7	3/23/40
E9-9	Fightin' Pals		7	Not Rev.
E9-5	Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1	Never Sock a Baby	Good	6	11/18/39
E9-8	Nurse Mates	Fair	7	7/13/40
E9-6	Onion Pacific	Satisfactory	7	6/ 8/40
E9-12	Puttin' On the Act	Poor	7	8/24/40
E9-2	Shakespearian Spinach	Funny	7	2/ 3/40
E9-4	Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11	Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7	Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)				
J9-1	No. 1	Very Good	10	9/23/39
J9-2	No. 2	Very Interesting	10	11/25/39
J9-3	No. 3	Interesting	10	1/27/40
J9-4	No. 4	Exceptional	10	2/24/40
J9-5	No. 5	Very Good	10	5/ 4/40
J9-6	No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)				
R9-5	Aqua-Rhythm	Good	10	11/18/39
R9-10	Blue Streak	Excellent	10	5/ 4/40
R9-7	Bowling Skill	Very Good	10	2/ 3/40
R9-3	Catching Whoppers	Thrilling	10	9/23/39
R9-12	Cradle of Champions	Excellent	10	6/15/40
R9-4	Dog Is Born	Excellent	10	11/ 4/39
R9-2	Desert Adventure	Excellent	10	9/23/39
R9-8	Human Fish	Excellent	10	2/24/40
R9-1	Hydro-Maniacs	Exciting	10	8/26/39
R9-6	Judo Experts	Excellent	10	1/20/40
R9-11	Playmates of the Wild	Unique	10	5/18/40
R9-13	Sink or Swim	Very Good	10	7/13/40
R9-9	Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)				
B9-5	Foul Ball Player	Fair	7	6/ 8/40
B9-9	Fulla Bluff Man	Fair	7	8/24/40
B9-3	Granite Hotel	Good	7	5/18/40
B9-11	Pedagological Institution		7	Not Rev.
B9-10	Springtime in the Rockage		7	Not Rev.
B9-6	Ugly Dino	Cute	7	7/13/40
B9-2	Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4	Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8	Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1	Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12	Way Back When Women Had Their Weigh		7	Not Rev.
B9-7	Wedding Belts		7	Not Rev.
SYMPHONIC (3)				
D9-1	Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2	Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3	William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)				
L9-1	No. 1	Good	11	10/14/39
L9-2	No. 2	Fair	11	12/16/39
L9-3	No. 3	Good	11	2/ 3/40
L9-4	No. 4	Interesting	10	5/ 4/40
L9-5	No. 5	Good	10	5/18/40
L9-6	No. 6	Interesting	10	8/16/40

1940-41

		Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)				
H0-4	Bring Himself Back Alive	Good	7	12/21/40
H0-1	Dandy Lion	Poor	7	10/ 5/40
H0-3	Mommy Loves Poppy	Average	7	11/23/40
H0-2	Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7	Speaking of Animals	Excellent	9	3/15/41
H0-6	Twinkletoes Gets the Bird		7	Not Rev.
H0-5	Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)				
M0-4	Delhi	Good	11	4/ 5/41
M0-1	River Thames—Yesterday	Beautiful	10	11/23/40
M0-2	Sacred Ganges	Dull	10	1/25/41
M0-3	Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)				
G0-3	All's Well	Silly	7	1/18/41
G0-2	Constable	Satisfactory	7	11/23/40
G0-1	King For a Day	Fair	7	10/26/40
G0-5	Swing Cleaning	Fair	7	4/19/41
G0-4	Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)				
A0-5	Bob Chester & Orch.	Average	10	4/ 5/41
A0-4	Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2	Listen to Larry	Satisfactory	10	11/ 2/40
A0-3	Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1	Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)				
V0-2	Dipsy Gipsy	Very Good	9	4/19/41
V0-1	Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)				
V0-3	Breezy Little Bears	Excellent	10	1/18/41
V0-1	Nature's Nursery	Excellent	10	11/ 2/40
V0-4	Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2	Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)				
E0-4	Eugene, the Jeep	Funny	7	12/ 7/40
E0-8	Flies Ain't Human	Fair	7	4/19/41
E0-2	My Pop, My Pop	Amusing	7	11/ 2/40
E0-7	Olive's Sweepstake Ticket		7	Not Rev.
E0-1	Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5	Problem Pappy	Fair	7	1/25/41
E0-6	Quiet Pleeze	Very Good	7	3/22/41
E0-3	With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)				
J0-1	No. 1	Good	10	10/ 5/40
J0-2	No. 2	Interesting	10	11/23/40
J0-3	No. 3	Interesting	10	12/21/40
J0-4	No. 4	Usual	10	3/22/41
J0-5	No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)				
S0-3	Crime Control	Excellent	11	4/19/41
S0-1	Trouble With Husbands	Great Fun	11	11/16/40
S0-2	Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)				
FF0-1	Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)				
R0-6	Acrobatic Aces	Excellent	10	1/25/41
R0-8	Canine Sketches	Fine	10	3/22/41
R0-1	Diving Demons	Beautiful	10	10/ 5/40
R0-5	Feminine Fitness	Very Good	10	12/21/40
R0-7	Fishing Fever	Appealing	10	3/22/41
R0-4	Marine Round-up	Excellent	10	12/ 7/40
R0-3	Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-2	Sporting Everglades	Very Good	10	10/26/40
R0-9	Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)				
L0-1	No. 1	Good	10	10/ 5/40
L0-2	No. 2	Interesting	10	12/ 7/40
L0-3	No. 3	Good	10	2/15/41
L0-4	No. 4	Good	11	3/29/41

RKO-RADIO 1939-40

		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
4105	Bill Poster	Very Good	8	5/25/40
4107	Bone Trouble		9	Not Rev.
4103	Donald's Dog Laundry	Very Funny	8	5/25/40
4109	Donald's Vacation	A Scream	8	8/10/46
4114	Fire Chief	Good	8	12/14/40
4113	Goofy's Glider	Excellent	8	12/14/40
4118	Little Whirlwind	Good	8	4/ 5/41
4106	Mr. Duck Steps Out	Swell	8	5/25/40
4112	Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101	Officer Duck	A Scream	8	9/16/39
4115	Pantry Pirate	Very Good	8	2/ 1/41
4110	Pluto's Dream House	Excellent	8	9/14/40
4117	Pluto's Playmate	Excellent	8	3/ 1/41
4108	Put-Put Troubles		7	Not Rev.
4102	Riveters	A Howl	7	5/25/40
4116	Timber	A Howl	8	3/ 1/41
4104	Tugboat Mickey	Excellent	8	5/25/40
4111	Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)				
3401	Act Your Age	Extremely Funny	18	10/ 7/39
3402	Kennedy the Great		19	Not Rev.
3404	Mutiny in the County		17	Not Rev.
3403	Slightly at Sea		16	Not Rev.
3405	'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)				
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205	No. 5 (Chris. Morley)	Good	11	2/10/40
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210	No. 10 (Deems Taylor)	Good	11	6/15/40
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212	No. 12 (Wendell Wilkie)	Willkie Appeal	10	7/13/40
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)				
3704	Bested by a Beard		20	Not Rev.
3703	Scrappily Married		20	Not Rev.
3702	Truth Aches		19	Not Rev.
3701	Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)				
3108	Canada at War	Interesting	18	3/ 9/40
3109	America's Youth—1940	Satisfactory	19	4/13/40
3110	Philippines	Interesting	19	5/11/40
3111	U. S. Navy	Good	19	6/ 8/40
3112	Spoils of Conquest	Good	17	8/10/40
3113	Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)				
3201	Blamed For a Blonde	Very Funny	19	10/ 7/39
3203	Chicken Feed		18	Not Rev.
3202	Coat Tales		18	Not Rev.
3205	Goodness a Ghost		16	Not Rev.
3204	Twincuplets		20	Not Rev.
RAY WHITLEY (8)				
3502	Bandits and Ballads		17	Not Rev.
3504	Coralling a School Marm	Good	20	8/10/40
3501	Cupid Rides the Range	Very Good	18	9/16/39
3503	Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)				
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/17/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
SPORTSCOPES (13)				
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	8	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

1940-41

		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
EDGAR KENNEDY (6)				
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4 12 41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13702	Tattle Talevision	Funny	19	11/16/40
13704	When Wife's Away	Fair	20	4/ 5/41

RKO-RADIO 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
PICTURE PEOPLE (13)				
14401	No. 1	Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14502	What's Happening in Argentina	Very Timely	10	4/12/41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

		Comment	Running Time	Reviewed Issue Of
MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)				
510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent (Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

20th CENTURY-FOX 1940-41

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE				
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1106	Caribbean Sentinels		10	Not Rev.
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)				
1601	Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 In Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1508	Fishing Made Easy		7	Not Rev.
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)		7	Not Rev.
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold		7	Not Rev.
WORLD TODAY—QUENTIN REYNOLDS				
1701	Battle of the Atlantic	Timely	10	4/19/41

UNIVERSAL 1939-40

		Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232	Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

UNIVERSAL 1940-41

		Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	10/12/40
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5244	Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)				
5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12/28/40
5355	85—Hunting on Top of the World	Fascinating	9	12/28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones	Amusing	10	4/12/41
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5224	Tickled Pinky	Rustic Rhythm	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41

VITAPHONE-WARNER BROS. 1939-40

		Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2/24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/23/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch.	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
		MERRIE MELODIES (26) (Tech.)		
5316	Bears' Tale		7	..Not Rev.
5312	Busy Bakers		7	..Not Rev.
5322	Ceiling Hero		7	..Not Rev.
5321	Circus Today	Clever	7	.. 7/ 6/40
5315	Confederate Honey		7	..Not Rev.
5314	Cross Country Detours	A Knockout	7	.. 4/13/40
5309	Curious Puppy		7	..Not Rev.
5310	Early Worm Gets the Bird		7	..Not Rev.
5323	Egg Collector		7	..Not Rev.
5313	Elmer's Candid Camera		7	..Not Rev.
5306	Fagin's Freshmen	Amusing	7	..11/25/39
5305	Fresh Fish	Swell	7	..11/ 4/39
5319	Gander at Mother Goose	Good	7	.. 5/18/40
5325	Ghost Wanted	Amusing	7	..10/26/40
5304	Good Egg		7	..Not Rev.
5317	Hardship of Miles Standish		7	..Not Rev.
5303	Land of the Midnight Fun	Superb	7	.. 9/23/39
5326	Little Blabbermouse	Amusing	7	.. 8/ 3/40
5302	Little Lion Hunter		7	..Not Rev.
5311	Mighty Hunters	Pleasing	7	.. 2/17/40
5308	Screwball Football	Swell Cartoon	7	..12/30/39
5301	Sioux Me	Clever	7	.. 9/ 9/39
5307	Sniffles and Bookworm	Cute	7	.. 2/24/40
5318	Sniffles Takes a Trip		7	..Not Rev.
5320	Tom Thumb in Trouble	Cute	7	.. 6/15/40
5324	Wild Hare		7	..Not Rev.
		SPECIAL RELEASE		
	Cavalcade of Academy Awards	Fan Appeal	31	.. 5/18/40
		VITAPHONE VARIETIES (6)		
5706	All Girl Revue		7	..Not Rev.
5704	No Parking	Fairly Funny	10	.. 4/13/40
5703	Organ Novelty	Fair	9	..11/11/39
5705	Radio and Relatives		10	..Not Rev.
5702	Sword Fishing	Exciting	10	..10/ 7/39
5701	Vote Trouble	Laughs	10	.. 8/26/39

1940-41

		BROADWAY BREVITIES (9)		
6202	Alice in Movieland	Superlative	20	..11/30/40
6204	Dog in the Orchard	Meritorious	20	.. 1/18/41
6201	Just a Cute Kid		20	..Not Rev.
6203	Mack Sennett Revival		20	..Not Rev.
6206	Seeing Eye	Poignant	20	.. 4/ 5/41
6205	Take the Air	Entertaining	20	.. 3/ 8/41
		ELSA MAXWELL COMEDIES (3)		
6102	Lady and the Lug		19	..Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	.. 8/31/40
6103	Throwing a Party		20	..Not Rev.
		HOLLYWOOD NOVELTIES (10)		
6304	History Repeats Itself	Good	10	.. 9/30/39
6301	Football Highlights	Rockne Build-up	10	.. 8/31/40
6303	Mexican Jumping Beans	Very Good	10	..11/30/40
6302	Shark Hunting	Exciting	10	.. 8/ 3/40
6305	Wild Boar Hunt	Exciting	10	.. 3/ 8/41
		LOONEY TUNES (16)		
6601	Calling Dr. Porky		7	..Not Rev.
6607	Haunted Mouse	Very Good	7	.. 3/15/41
6608	Joe Glow the Firefly		7	..Not Rev.
6602	Pre-Historic Porky	Clever	7	..11/ 2/40
6609	Porky's Bear Facts	Amusing	7	.. 4/ 5/41
6604	Porky's Hired Hand	Good	7	..12/28/40
6610	Porky's Preview		7	..Not Rev.
6606	Porky's Snooze Reel		7	..Not Rev.
6603	Sour Puss	Satisfactory	7	..11/30/40
6605	Timid Toreador	Good	7	.. 1/18/41
		MELODY MASTERS (10)		
6506	Cliff Edwards and His Buckaroos	Fair	10	.. 3/ 8/41
6505	Henry Busse & Orch.	Good	10	..11/30/40
6504	Skinny Ennis & Orch.	Good	10	..12/28/40
6503	Jan Garber & Orch.		10	..Not Rev.
6508	Marie Green & Her Gang		10	..Not Rev.
6501	Matty Malneck	Snappy	10	.. 8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	.. 4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	..11/ 2/40
		MERRIE MELODIES (26) (Tech.)		
6706	Bed Time for Sniffles		7	..Not Rev.
6713	Cat's Tale	Good	7	.. 4/ 5/41
6712	Crackpot Quail		7	..Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	..12/28/40
6710	Fighting 69½	Good	7	.. 1/18/41
6704	Good Night Elmer		7	..Not Rev.
6715	Goofy Groceries	Novel	7	.. 4/ 5/41
6703	Holiday Highlights	Swell Satire	7	..11/ 2/40
6701	Malibu Beach Party	Grade A	7	.. 8/31/40
6707	Of Fox and Hound		7	..Not Rev.
6708	Shop, Look and Listen	Good	7	..12/28/40
6711	Sniffles Bells the Cat	Fair	7	.. 3/15/41
6702	Stage Fright	Satisfactory	7	..10/26/40
6714	Tortoise Beats the Hare	Amusing	7	.. 4/ 5/41
6716	Toy Trouble		7	..Not Rev.
6717	Trial of Mr. Wolf		7	..Not Rev.
6705	Wacky Wildlife	Funny	7	..12/ 7/40
		TECHNICOLOR SPECIALS (6)		
6001	Flag of Humanity	Splendid	20	..10/26/40
6002	March on Marines	Excellent	20	..12/28/40
6003	Meet the Fleet	Excellent	20	.. 1/18/41
6004	Wings of Steel		20	..Not Rev.
		SPECIAL SUBJECTS		
	Christmas Under Fire	Heart Appeal	10	.. 1/18/41
	London Can Take It	Powerful	10	..10/26/40
		SPORTS PARADES (10)		
6404	California Thoroughbreds	Interesting	10	..12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	..12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	.. 8/31/40
6405	Fight, Fish, Fight	Thrilling	10	.. 3/ 8/41
6401	Fly Fishing	For Anglers	10	..10/26/40
6406	Sky Sailing	Interesting	10	..Not Rev.

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	.. 5/11/40
Ave Maria (Malchain)	Impressive	10	.. 7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	..11/ 4/39
Heroic Greece (Norton)	Timely	10	.. 3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	..11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	.. 8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	.. 5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	.. 1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	.. 3/ 2/40
Rembrandt (Malchain)	Fascinating	11	.. 7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	.. 7/ 1/39
Xochimilco (Atlas)	Entertaining	11	.. 1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

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SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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1941

Presenting

Equipment & Maintenance

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The Bulletin Board—Literature Bureau

Showmanalysis—Theatre Advertising

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Leo socks 2 Home-Runs in a Row!



"MEN OF BOYS TOWN"

HELD OVER!

Philadelphia 3rd Week! 2nd Week: Los Angeles *(2 theatres Day and Date)*; New York; San Francisco; Cleveland; St. Louis; Milwaukee; Washington, D. C.; Buffalo; Omaha; Seattle; Columbus; Cincinnati; Worcester; Hartford; Denver; Oakland; Portland and

MORE EXTENDED RUNS AS WE GO TO PRESS!

SPENCER TRACY, MICKEY ROONEY in "MEN OF BOYS TOWN" with Bobs Watson, Larry Nunn, Darryl Hickman, Henry O'Neill, Mary Nash, Lee J. Cobb. Original Screen Play by James Kevin McGuinness. Directed by Norman Taurog. Produced by John W. Considine, Jr. A Metro-Goldwyn-Mayer Picture.

"ZIEGFELD GIRL"

SENSATIONAL!

Boston *(playing 2 theatres Day and Date)* beats "Boom Town." Philadelphia is 30% better than "Great Ziegfeld." Chicago terrific! Albany is doing marvelous "Philadelphia Story" business! Detroit tops "Babes in Arms." Just the first few engagements. The most widely publicized and advertised picture in years.

HELD OVER EVERYWHERE!

"ZIEGFELD GIRL" starring James Stewart, Judy Garland, Hedy Lamarr, Lana Turner with Tony Martin, Jackie Cooper, Ian Hunter, Charles Winninger, Edward Everett Horton, Philip Dorn. Screen play by Marguerite Roberts and Sonya Levien. Directed by Robert Z. Leonard. Produced by Pandro S. Berman. A Metro-Goldwyn-Mayer Picture.

The Editorial Page

Current Observations

Now that Minnesota has passed the anti-five bill and s signing by the governor is practically a certainty, Minnesota exhibitors might well ask, "what now?"

There is a decidedly unpleasant odor about that hole campaign up there in Minnesota and the true acts if ever revealed should make good reading. hanging leaders apparently brings changes in view-oints, yet it was always our impression that there as plenty of time for such a law to be sponsored *after* ie new selling plan was in force for a while. You can't ll how good or bad a thing is until you've tried it. pparently, certain parties in Minnesota were deter-ined to stop the new plan before it got started.

Maybe they are right, but we still don't like the w or the way it was maneuvered.

▲ ▲ ▲

From Jock MacGregor, erstwhile London represen-tive for STR now in active duty, comes a suggestion orthy of serious consideration by UA executives. Jock ants to know how come they don't re-issue H. G. Vells' "Things To Come," an amazing prophesy if ver there was one in view of what is happening to ties all over England. Recalling that picture of some ears back simply increases our admiration for Jock's ea and we pass it along to UA for what it is worth, hich should be plenty!

▲ ▲ ▲

Several companies are out selling their next season's orts this far in advance of the selling season so at they can concentrate later on the five-picture-ackages. As a result of this some claims are being ade that the shorts are being forced upon exhibitors nder threat of reprisals when it comes to buying the atures later on.

It sounds rather far-fetched that an exhibitor can e coerced into buying shorts now as a condition to be le to buy the features later, and certainly it does not em that even the most gullible exhibitor we ever heard could be taken in by such artless artfulness.

▲ ▲ ▲

From Ned Depinet's remarks at the AMPA meet-g last week several things stand out these four or ve days since his address. His references to the Con-nt Decree and its favorable effects on the industry a whole, for one thing, sounded like mighty good asoning to us. And, too, his firm conviction that nder the new buying and selling plan both sales-men and exhibitors will have to snap out of the rut and do more and better work; all of which will be re-flected in the net results both obtain from their efforts.

Even more prophetic was Depinet's statement that the new order will bring about closer and friendlier relations between the two branches of the industry because they will have more frequent meetings in con-nection with the five-picture-packages.

To all of this we invite the attention of those exhibitors and organizations presently engaged in ac-tivity to sabotage the decree even before it gets started, through anti-five-block legislative bills.

▲ ▲ ▲

Larry Woodin of Wellsboro, Pa., can't understand why so many theatremen sit back and let the good pic-tures shift for themselves. True, says Larry, the better pictures turn in a better than normal gross because the show itself is big enough to draw this extra business. But if some of the theatremen would give those good pictures some extra push, enthusiasm and real show-selling campaigns, well, they might find their theatres breaking some old records.

▲ ▲ ▲

Harold B. Franklin is dead. No doubt there will be some who may say an unkind word about H.B. That has happened before, because big men can't help mak-ing some enemies as well as many friends. But for the fifteen years we knew him, H.B. was a swell guy and we're going to miss seeing him around.

▲ ▲ ▲

Much interest is being generated about the forth-coming PCCITO and MPTOA Convention in Los Angeles early in June. And why not? Was there ever a time when a meeting of exhibitors was more timely or necessary?

But this combination convention had better look carefully to its program of activities and subjects to be presented to the visiting exhibitors of whom, it is claimed, a goodly number will be on hand. Hollywood always was a magnet for exhibitors and this is one time they can mix business with pleasure in one large dose.

A common-sense discussion of vital problems is indi-cated with proper emphasis on the new selling system, shorts and newsreels, ASCAP, current and future tax matters and no small measure of how to get business into the theatres.

—"CHICK" LEWIS

Asks Rezoning of Entire Area

San Gabriel Exhib Seeks Reshuffling of Clearance

O. W. Lewis, operator of the Mission Playhouse, San Gabriel, Cal., in an arbitration complaint filed in the Los Angeles Tribunal, this week, asks for the re-shuffling of the entire clearance situation of theatres located within the zone.

It was the first complaint which asked adjustment of clearance of an entire zone. Lewis suggests that, as a result of the wholesale adjustment, local theatres would be enabled to play pictures 28 days after Pasadena first-runs.

Other complaints filed this week:

In the Dallas Tribunal, Ruben Frels, owner of the Normana, El Campo, Tex., demanded "some run" from the consenting distributors.

L. M. Rice, owner of the Campus Theatre, College Station, Tex., demanded reduction of clearance of from 30 to 45 days now granted to the Palace, Queens and Dixie Theatres, of Bryan, Tex.

The first complaint filed in the Portland, Ore., Tribunal was that of P. R. Henderson, operator of the Rialto Theatre, Albany, Ore., asking some run from MGM, RKO, 20th-Fox and Warner Bros.

George Bromley, owner of the Campus Theatre, Hollywood, Cal., claiming unfair clearance, has filed a complaint, naming the major distributors and the Clinton, Hunley and Sunset Theatres.

In a complaint, naming MGM, Bryant Wiest, owner of the Hollywood Theatre, Elizabethville, Pa., demands the same availability as the Theatorium Theatre, Lykens, Pa.

Arbitrator Robert J. Callaghan has dismissed the complaint of the Florence Theatre, Florence, N. J., which sought immediate availability of pictures after the Fox, Burlington, N. J.

Dismissing the complaint and assessing costs against Charles K. Woolner, operator of the Modern Drive-In Theatre, New Orleans, Arbitrator Philip E. James, stated in his decision that the "some run" complaint was erroneously brought against Paramount in the belief that the block-of-five provision of the consent decree was already in effect. The arbitrator found that Woolner had tried to purchase a single block of five pictures from Paramount and had filed the complaint when the company refused to sell him on that basis. Loew's settled another complaint filed by Woolner, while a third against Warner Bros. is pending.

Everybody Loves A WINNER

HELLZAPOPPIN'—HOLLYWOOD GOES EAST



Director H. C. Potter, Writer Nat Perrin, Producer Jules Levey and Associate Producer Glenn Tryon, went East last week to confer with Olsen and Johnson on the forthcoming filming of their hit show, "Hellzapoppin," which Levey will make for Universal release.

Blocks-of-5 Banned in Minn.

Majors May Not Sell in State; Gov. Indicates He Will Sign Measure Which May Be Unconstitutional

Passage of the Minnesota anti-block-of-five bill this week and its almost certain signature by Gov. Stassen, has brought on a wave of speculation throughout the industry as to the results. A number of possibilities have been presented, including the drastic one that the five major companies who signed the consent decree will not attempt to sell their product in Minnesota at all.

Close on the heels of a prediction by Abram F. Myers, chairman of the board and counsel to National Allied, that other states might take action to modify the consent decree with respect to blocks of five, the Snow measure in Michigan, similar to the one passed in Minnesota, was pushed by its supporters and is expected to be brought to a vote soon.

A possibility was seen that the Minnesota law and any other similar state laws would be declared unconstitutional, since they interfered with interstate commerce. However, the Department of Justice refrained from making any statements, pointing out only that the five majors who signed the consent decree can obtain relief only through the Federal Court in New York.

Industry attorneys were studying the bill this week in the expectation that it would be signed by Gov. Stassen, who, it was said, would hold no hearings on the measure. How the measure would be met, what efforts would be made to circumvent it or whether attempts would be made to have it declared unconstitutional awaited a decision by further parleys of attorneys.

The measure passed in Minnesota provides that a distributor *must* sell his entire lineup to an exhibitor with a cancellation privilege of 20 per cent.

It is held likely that some legal effort will be made to block enforcement of the law, at least temporarily, pending adjudication of the issue of whether it is unconstitutional. Several moves were regarded as possibilities. One was that the Department of Justice might seek a declaratory judgment that the law is unconstitutional. One of the five majors might bring a similar action, with the D of J appearing as a friend of the court, or an exhibitor in Minnesota might bring suit to force compliance with the law in which case the D of J would join with the majors in opposing such action.

UA Sets Dates for Five District Meetings

Dates for the five district meetings of United Artists' sales organization in the United States and Canada were announced this week. The opening sessions will be held at the Jansen Suite of the Waldorf-Astoria on April 28-29. The second meeting will be held at the Roosevelt Hotel in New Orleans on May 1-2. The third is scheduled for the Netherlands-Plaza Hotel, Cincinnati, May 3-4; the fourth, for the Congress Hotel, Chicago, May 5-7, and the fifth, for the St. Francis Hotel, San Francisco, May 9-10. At all the sessions, the sales personnel will be presented with the program to be released by UA during the coming season.

Film Keglers to Compete At Roxy Bowling Centre

The sumptuous new Roxy Bowling Centre at 50th St., and 7th Avenue was selected for playing of matches in the summer bowling league comprised of members of film company home offices, at a meeting last Friday night. United Artists, Paramount, Columbia, Republic, Universal, Consolidated Film, De Luxe Laboratory and Paramount News will be represented in the league. The meeting formulated plans for numerous prizes for both team and individual scoring during the 12-weeks tournament. The league has arranged with the management for the use of locker and shower rooms, cocktail lounge and bar and restaurant at the acoustically-treated, air-cooled Roxy Bowling Centre.

All-Theatre GroupFor Iowa

Wolcott Says Unit Would Include Circuits, Affiliates

Eldora, Ia.—An all-theatre organization including circuit and affiliated houses as well as independents is envisaged in the plan of Leo Franklin Wolcott, president of the Allied Theatre Owners of Iowa and Nebraska, for a reorganization of the group.

Wolcott pointed out that the association would have a paid secretary to serve under the strict supervision of the board and officers, and added that because of the claim by supporters of the plan that all theatre problems are much the same, all of the theatre activity should be coordinated for mutual protection.

Many of the problems, supporters believe, can be worked out to the mutual benefit of the theatre owners by such an organization better than by expensive arbitration by outsiders, Wolcott said, while opponents of the plan state frankly that they feel "the independent exhibitors would lose their identity . . . and would be shoved into the background of the organization and be rendered impotent by the circuit and affiliated theatres."

Personally, he said, he believes independent exhibitors should study the idea carefully and in the final analysis, decide what is best for themselves.

United Artists to Re-issue Two Selznick Productions

Two of David O. Selznick's former productions, "The Prisoner of Zenda" and "The Adventures of Tom Sawyer," will be re-issued by United Artists. Both pictures are scheduled for a number of immediate pre-release national engagements, with the national re-issue date May 16.

SHOWMEN'S Trade Review

Vol. 34, No. 14 April 26, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

April 28-29: UA district sales meeting, New York.
April 29: Pathe Laboratories, Inc., annual meeting.
May 1-2: UA district sales meeting, New Orleans.
May 3-4: UA district sales meeting, Cincinnati.
May 5-7: UA district sales meeting, Chicago.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 9-10: UA district sales meeting, San Francisco.
May 11-12: ITO of Arkansas annual convention, Marion Hotel, Little Rock.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 15: ITO of Montana meeting, Billings.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 6: Film Bookers Club of Chicago annual dinner-dance, Sherman Hotel.
June 8-12: MPTOA annual convention, Los Angeles.
June 8-12: PCC of ITO annual convention, Los Angeles.
June 11-13: New Jersey Allied convention, Ritz Carlton Hotel, Atlantic City.
June 16-19: RKO Sales Convention, Waldorf-Astoria, New York.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Name Committee Chairmen for PCCITO Convention

Hollywood—Rotus Harvey of San Francisco, Hugh Bruen of Whittier, Jack Berman of Los Angeles, and Robert Poole, executive secretary, have appointed committee chairmen for the PCC of ITO convention to be held here June 8-12. Those who will serve and who will act as hosts to the MPTOA gathering include E. S. Calvie, hotel committee; Herman Louis, transportation; Jack Berman, special events.

Harold B. Franklin Dies

Mexico City—Harold B. Franklin, 48, widely known American film industry executive, died of a heart attack at the Geneva Hotel here last weekend. Franklin had been prominent in the industry since 1914 as an organizer and operator of theatre chains throughout the country. In 1938 he was business manager of the "Motion Pictures' Greatest Year" campaign, and last year produced "The Villain Still Pursued Her" independently for RKO release.

Heineman a Father Again

William J. Heineman, western sales manager for Universal, became a father for the seventh time this week, when Mrs. Heineman gave birth to a baby girl.

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs
of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

No Difficulty in Decree For Small Towns Says Thos. Noble

Foresees Some Annoyance in Larger Cities, However; Mechanics Moving to Defense Factories Hit His Business

Thomas B. Noble of Colorado Springs, Colo., head of the Westland Theatres, Inc., operators of 13 theatres in Colorado, Oklahoma and Nebraska in an interview with STR recently said he foresaw little difficulty for the exhibitor in the smaller towns while buying product under the consent decree. In the larger cities, however, where theatre operation is more complex, he thought some annoyance may be experienced. All this, however, should not present insurmountable difficulties, he added.

Defense spending has not yet made its influence felt at his theatres' box offices, especially in the smaller towns.

"We haven't felt any effects of defense spending as yet," he continued, "as most of our theatres are located in smaller towns, where defense industries are conspicuous by their absence. It seems that all the experienced carpenters, plumbers and mechanics have moved to the larger cities where defense work is under way, in order to get jobs. This exodus hasn't helped our business any.

"For instance, in Lincoln, Neb., a city of pretty good size, it is next to impossible to obtain a carpenter or plumber to repair your house. Almost every able-bodied mechanic has moved to the larger cities to obtain work in a defense factory." Noble explained that he was not decrying these conditions, as they were to be expected, but it was a factor to be considered by circuit heads.

In Denver, however, the picture business has been benefitted by rising incomes because defense industries are located there. Remington-Rand is building a $20,000,000 arms plant in that city, and this will further increase theatre business.

Commenting upon the popularity of sophisticated comedies, such as "The Philadelphia Story," etc., when they played in smaller-town theatres, Noble declared that this type of film has done exceedingly well. Thus another ancient notion that sophisticated films cannot do well outside of the metropolitan centers has been blasted, he asserted.

"Pictures of this type always please our audiences nowadays," he said, "and they can't seem to get enough of them. My experience has proved that there is little appreciable difference in the entertainment tastes of people in one section as compared with those of another area. The only touchstone we apply in judging the value of a picture is whether it is entertaining."

Union Seeks Contract With 2 New Detroit Circuit

Detroit—Two new circuits, Moss Brothers, operating the Van Dyke and Parkside theatres, and Krim Brothers, operating the Lasky, Harmony and Krim theatres, have been presented with contracts for recognition and usual terms by the theatre managers union.

Promotions Announced In UA Sales Personnel

Numerous promotions in United Artists' sales personnel were announced this week. John J. Dervin, previously announced as southern district manager, will act as manager of the territory embracing Boston, Buffalo and New Haven, with headquarters in Boston. Arthur Silverstone has been named district manager of the territory involving New York, Washington and Philadelphia, with headquarters in New York. C. C. Peppiatt, former New Orleans branch manager, becomes southern district manager with headquarters in New Orleans. Bert Stearn is manager of the Cleveland district, Jack Goldhar will manage the Detroit district, Charles Stern the Chicago district. Ben Fish remains as West Coast district manager. In the Canadian district, A. Iscove replaces A. Feinstein as manager of the UA exchange in Calgary.

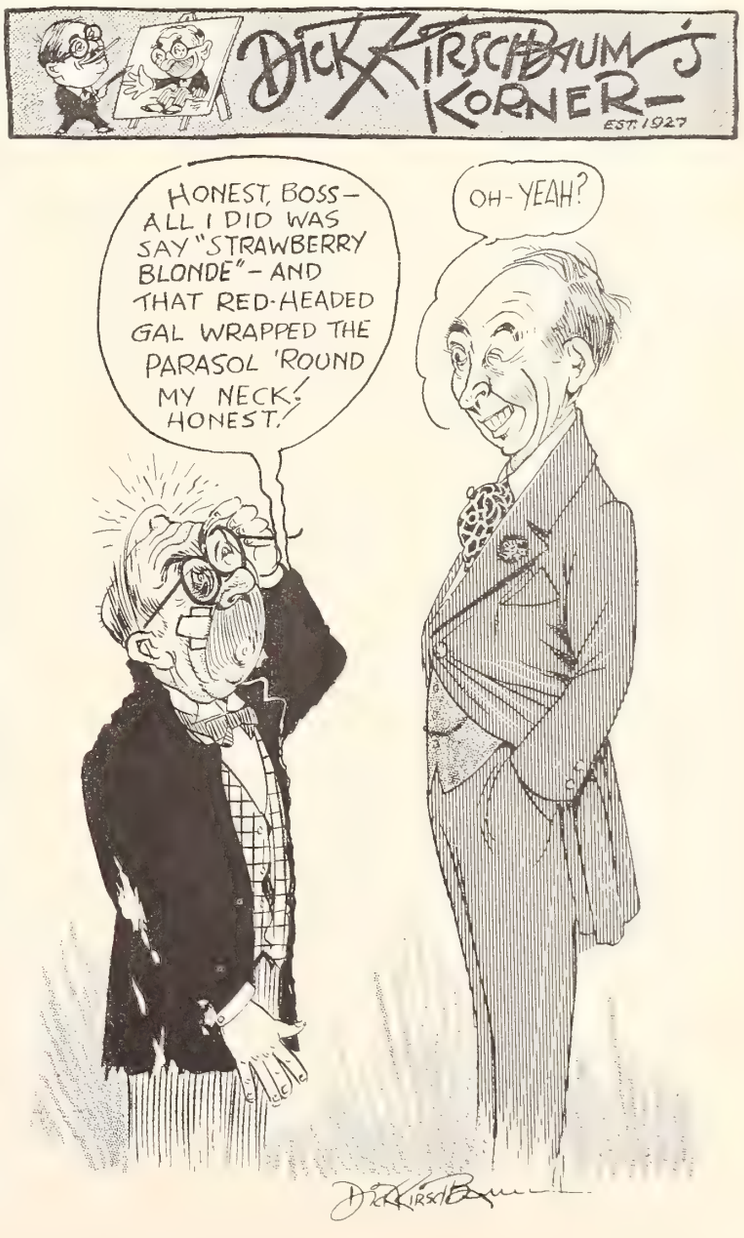
LATE NEWS!!!

Joseph M. Schenck, 20th-Fox Board Chairman, was sentenced to three years in prison and fined $20,000 on charges of tax evasion Thursday afternoon. Joseph Moskowitz, convicted at the same time, was fined $10,000 and sentenced to a year and a day.

John J. O'Connor, general manager of RKO Theatres, and Fred Meyers, chief film buyer for the circuit, resigned on Thursday over a difference in policy.

Wolf Talks to Kiwanians

Morris N. Wolf, MGM district manager at Boston, addressed the Boston Kiwanis Club this week, on various phases of the motion picture business.



May Tax All TicketsOver9c

Other Items in Proposed Bill Will Hit Exhibs

The tax bill before Congress has several items which will hit the pocketbook of the exhibitor. Some of them, of course, will affect every business but a number of items will directly hit theatres.

Heading the list is a proposal to drop the exemption of the admissions tax to 9 cents from its present level of 20 cents. Thus even children will have to pay a penny tax on their 10 cent tickets. It is believed impossible that any exhibitors will cut prices to nine cents in order to evade the tax, since the public has been gradually educated to a state of mind where it is willing to pay the cost of defense, and any attemps at evasion will be frowned on.

Other items which will hit exhibitors as well as everyone else are the increased taxes on incomes in lower brackets and higher corporation taxes, which will now be 30 per cent. Since those with incomes in the lower and middle brackets provide the bulk of the movie-going population of the country, many theatremen feel that the new imposts may affect business at the box office.

Those theatres dispensing soft drinks will also be required to collect a tax of one cent or the equivalent thereof. Candy and chewing gum will also be subject to a new tax.

The bill as proposed by the Treasury has not yet passed Congress, but its enactment in substantially the form recommended is expected, since the money to pay for defense must be found.

Cleveland Bingo Stopped

Cleveland—All Bingo games were ordered stopped here this week. Bingo operators at churches, clubs and all other places were ordered to remove the necessary paraphernalia. About 50 places were affected by the order.

AT AMPA LUNCHEON



Ned Depinet, RKO vice-president, (right) receives congratulations from Frank Buck following the former's address last week at the AMPA luncheon. Richard C. Patterson, member of the RKO board of directors, is in the center.

BENEFITS FOR WOMETCO EMPLOYES



Special benefits to be given all employes who have been with the company seven or more years were announced last week at a banquet given to more than 50 of the executive personnel of Wometco Theatres in Miami, Fla., by owners Mitchell Wolfson and Sidney Meyer. Extra days' vacation with pay, in addition to the regular policy of two weeks off each year with pay, will be given members of the "Old Guard," a newly formed club. Proposed plans call for a pension and hospitalization as added benefits to the company's present plan of legal aids and group insurance.

10-12 Blocks Ready Sept. 1

Each of Majors to Have Two, Some Three Groups Available for Trade Showing Under Consent Decree

Indications are that each of the majors will have at least two blocks of five pictures ready for trade showing by Sept. 1 when the new season opens and selling begins under the consent decree. It is possible that a couple of the distributors affected by the consent decree will have three blocks ready.

Paramount, for example, contracted to deliver 38 features and six westerns, or a total of 44 pictures for the current season. Release dates have been set on 42 of these pictures and there are 10 more in production, all of which are for the new season. Between now and Sept. 1, the company should have completed all of these and probably five more.

Warner Bros. has released or assigned release dates on 38 of its commitment of 48 for the 1940-41 season and has 14 more in production, of which ten will fill the balance of this season's deliveries and the balance will be for the new year. This company, too, may have three blocks and certainly will have two blocks ready by Sept. 1.

Twentieth Century-Fox has practically completed its schedule for the 1940-41 season and is already at work on two pictures to be sold under the consent decree. The season for this company traditionally ends July 31, and it has not been stated whether there will be any releases in August or not. Probably the company will trade-show five pictures early enough to begin releasing new product in August, since from now on the "season" will mean nothing.

RKO has announced that its first five pictures will be ready for trade-showing by June 15 and the company expects to have another block or even two ready by Sept. 1.

MGM is already working on some of the 1941-42 program although a few more pictures are needed to complete the minimum 1940-41 quota of 44.

Ingram Promoted

Columbia Branch Manager R. J. Ingram of Charlotte, N. C., has been appointed manager of the Atlanta exchange. Joe Gins, former Pittsburgh salesman, becomes Charlotte branch manager.

No New Contracts Ready Until June

Completion of the proposed licensing agreement for 1941-42 film rentals may be delayed in certain cases until June, when selling in the season is scheduled to start. The reason given is that final selling plans remain to be ironed out and that the draft of the contract would have to wait until this phase has been settled by the distributors before legal departments can complete contract forms.

The agreement finally adopted is expected to be substantially the same as in previous years, according to an attorney for one of the major companies. The only anticipated changes, he said, may include a clause for arbitrating disputes, also any other essential clauses made necessary by changed selling practices.

When asked how substantial these changes might be, the attorney replied that they would be "trivial." While changes in selling practices might be revolutionary under the decree, the same does not hold true as far as the licensing agreement is concerned, he concluded.

Warners Name Ed. Hinchey Buyer in Philadelphia Zone

Announcement of the appointment of Ed. Hinchey as head buyer for Warner theatres in the Philadelphia zone was made last week by Joseph Bernhard, Warner theatres' general manager. Hinchey has been connected with the New York staff of the theatre department. Lester Krieger, at present in charge of the booking department there, will take over duties in connection with the operation of the city theatres in the Philadelphia zone.

Single Bills Confab Issue

PCCITO to Push Fight At Los Angeles Convention

Single features will be one of the important issues at the joint convention of the MPTOA and the PCCITO scheduled to be held in Los Angeles, June 9-12. L. O. Lukan, an executive director of the Independent Theatre Owners of Washington, Northern Idaho and Alaska, which is one of the units of the PCCITO, has been named chairman of a committee to push this issue.

Ways and means of restoring single bills to all parts of the country and particularly to the West Coast will be discussed at the convention in Los Angeles. Lukan asks all those interested in the fight for single bills and any one who can supply material that will aid, to get in touch with him at the Green Lake Theatre, 7107 Woodlawn Avenue, Seattle.

Premiere Climaxes 2-Day Celebration

New Orleans—With Thursday designated as "Flame of New Orleans" Day by Mayor Maestri, two days of celebration in which Hollywood personalities, city and state officials participated were climaxed with the world premiere of Marlene Dietrich's new Universal picture.

The Orpheum was completely sold out for the performance, proceeds of which went to the New Orleans Tuberculosis Hospital. Among the Hollywood notables present for the occasion were Producer Joe Pasternak, Director Rene Clair and Mrs. Clair, Mischa Auer, Mr. and Mrs. Andy Devine, Mr. and Mrs. Hugh Herbert, Peggy Moran, Anne Gwynne, Helen Parrish, Evelyn Ankers and Universal studio executives.

MGM GET-TOGETHER



E. J. Mannix, right, snapped with Spencer Tracy and Mickey Rooney at the Jackson Day Dinner at the Biltmore Hotel, Los Angeles, just prior to the MGM executive's departure for the east, where he is now in conference on production matters at the company's New York headquarters.

The Hollywood REPORTER

OLDOVERS REACH ALL-TIME HIGH

Forty Pictures Getting Extended Playing Time In Many Sections Of Country

New York.—An all-time high of 40 pictures 25 [illegible] current general release and 15 [illegible] key city first runs are getting extend[illegible] with lengthy holdover[illegible] age high of f[illegible] new

. . . AND OF ALL THE FORTY PICTURES

***None* CAN COMPARE WITH**

Charlie Chaplin

in **THE**

Great DICTATOR

The Greatest Hold-Over Attraction Ever Released Thru United Artists

It grossed three quarters of a million dollars during its roadshow engagement of 23 weeks at the Astor and 7 weeks at the Capitol in **NEW YORK CITY.** And its popular-priced release broke all Easter Week records over Loew's Metropolitan Circuit!

Now in its 14th week in **PHILADELPHIA.** Seven weeks at advanced prices at the Aldine. Now held for seventh week at the Stanton at popular prices!

Sensational in **SAN FRANCISCO!** Three weeks at advanced prices at the United Artists. Now held over for second week at popular scale!

In **WASHINGTON** four weeks at the Columbia and four weeks at the Palace.

Held over on an average of four weeks in **LOEW THEATRES** throughout the country!

Coast to coast hold-overs too in **CANADA!**



Produced, written and directed by
CHARLES CHAPLIN
with
PAULETTE GODDARD
JACK OAKIE • HENRY DANIELL
REGINALD GARDINER • BILLY GILBERT • MAURICE MOSCOVICH

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

NATIONAL VARIETY CONVENTION NOTES

The list of those prominent in the industry and out of it, who will attend the National Convention, grows daily. Latest to be added to the list are Abe Blank of Des Moines, Eddie Ruben of Minneapolis, Rube Jackter of Columbia, Colvin Brown of Quigley Publications and Jack Gross of Universal. Senator Clyde L. Herring has also accepted an invitation to attend. Elmer Layden, Commissioner for Professional Football will probably be there and Gene Autry will lead the Boardwalk Parade.

* * *

Hotel reservations are pouring in for the meeting and Henry Friedman, chairman of the Hotel Reservations Committee has appointed the following additional members:

Oscar Neufeld of Horlacher Delivery Service; Alfred J. Davis of 20th Century-Fox; George Schwartz of Universal Film Exchanges; Milton Rogasner of the Iris Theatre; Sam Gross of 20th Century-Fox; Harry Weiner of Columbia Pictures, all of Philadelphia; and George F. Wielland, Apollo Theatre, Atlantic City.

* * *

Herman Robbins and George Dembow, of National Screen Service, in charge of the special motion picture reels to be shown the night of the big banquet, report that work on the film is progressing rapidly and will be completed as soon as the few remaining Tents have reported their charitable activities for the past year.

Films made in past years for national conventions have gone a long way toward selling the real story of Variety and the magnificent work they are doing all over the country to help poor children. The importance of the films on which Robbins and Dembow are now working is greater than just for the banquet showing in Atlantic City because the same films will be routed to each of the Variety Club Tents for local showings for their membership and friends.

There will be approximately 150 feet from each Tent picturing the outstanding charity work being done, plus a running commentary describing their other activities not pictured in the films.

* * *

With each Tent donating a special golf tournament prize the inducement to take part in this championship tournament is becoming better every day. This was indicated by the larger number of entries from all of the Tents as against only a limited number of players last year in Dallas.

In addition to the magnificent trophies to be awarded to the winner and runner-up in the Golf Tournament, there are twenty-four special prizes, none costing less than $25.00. Included among these fine prizes are RCA personal radios, a fine travelling bag from the Charlotte Tent, fishing tackle, desk sets, etc., etc.

Tent No. 1—Pittsburgh

Edgar Moss, District Manager for Fox, spent a couple of days here last week and "Legs" Hawley and Dave Jacobs, barkers from Morgantown, West Virginia, were in on Friday.

So far, fifty barkers, have signified their intention of attending the National Convention in Atlantic City but we expect many more—in fact, practically 100 per cent attendance.

The members of the club extend their sympathy to Brian McDonald whose mother passed away last week.

Barker Joe Ginns of Columbia has been advanced to Branch Manager of the Charlotte exchange and leaves here on Wednesday. As a result, the testimonial dinner scheduled for Abe Weiner on May 12 will be a combined testimonial for Joe Ginns and Abe Weiner. Art Levy of Columbia and Mark Goldman of Monogram have been appointed co-chairmen.

Tent No. 1 has lost three of its barkers to Uncle Sam so far—Jerry Roth of the Penn Theatre, Penn Avenue, Harry McCadden of Homestead and Wm. Stellute of WB.

Mr. and Mrs. Mark Goldman are scheduled to return from their Florida vacation this week.

Tent No. 2—Columbus

The Greek War Relief midnight show at Loew's Ohio was a big success, netting $1442.16. In addition theater lobby collections amounted to $1145. Theatres participating in the collections included RKO Palace and Grand, Loew's Ohio and Broad, Southern, Uptown, Neth's Clinton, Eastern, State and Markham and the Ritz and Rivoli.

Lou Holleb has been elected to fill the vacancy on the Board of Directors caused by the resignation of Tom Jones, who has moved to California. Barker Jake Luft was elected to replace Jones as alternate delegate to the convention.

Barker John Murphy's wife, Mary, has been taken home from the hospital and is slowly recuperating.

Condolences to former Barker Judge Arthur Day on the loss of his wife, Gertrude.

Barker Russell Bovim has just celebrated his tenth anniversary as manager of Loew's Ohio theatre.

Barkers are sympathizing with Col. Lynn Black, whose faithful dog, Arthur, was killed when he ran into the path of a car. Arthur was a familiar figure around Tent No. 2.

Tent No. 3—Cincinnati

Allan S. "Columbia" Moritz celebrated his most recent birthday with his friends, Mr. and Mrs. Marc Wolf of Indianapolis, at the latter's abode in the Hoosier Capital. Incidentally Moritz took along his own brand of cigars for the party. Many happy returns of the day, Allan.

Local barkers and exhibitors served out of the Cincinnati exchanges deeply mourn the passing of Nate LaVene, Universal city salesman. The enormous turnout at the funeral services proved his great personality and the loyalty of his friends. We sympathize with Mrs. LaVene in the loss.

The Niedenthals of "Short Circuit" fame have purchased a new home in the Bond Hill sector of the city and wish to remind their many friends and barkers that when their Rathskeller is completed it will serve as the summer headquarters of Tent No. 3.

At the last meeting of the Canvassmen many ways were discussed for the good and welfare of the organization. However, the big item on the program was the National Convention, and to this end Chief Barker Bill Onie is devoting his energies to make the Cincinnati delegation and representation as large as possible.

Tent No. 4—St. Louis

Joe and Lou Ansell are now members of the Meadowbrook Country Club. Greenhorns on the green, they nevertheless took on Tony ("The Great") Matrici, ex-chief barker, and club pro Johnny Mannion. They didn't show up too well—but they're still members—and hoping. Ork leader Herbie Kaye, in town, kibitzed and played as fifth of a foursome. The Great Matrici, incidentally, is one of the few eligible bachelors left in the Tent, since Leonard Gruenberg, of RKO, was transferred to manage the Salt Lake City Exchange last week. Tony's being besieged with all the blondes in town—but he prefers the titians. Gruenberg, before leaving St. Louis, took on an associate membership in the tent.

Geo. Wiegand, dough-guy, is scratching his head these days figuring on net proceeds of the club's recent midnight show at the Fox Theatre, all of which will go into a special fund for the Midwest Polio Association.

Harry C. Arthur, Jr., chief barker, has been in New York for the past ten days on business. He wrote Lou Ansell to check with an architect here regarding what requirements are necessary for the Polio Association building the club is trying to obtain for members of the latter organization, all of whom are victims of infantile. The association is now Tent No. 4's sole charity. Ansell and Architect Leo Abrams are looking over the Town Club Bldg., suggested as a possible site, to see if it fits the needs of the association.

Barkers Eddie Arthur, Dave Arthur, Clarence (Fat-Stuff) Groeteke and Les Kaufman spend each Monday and Tuesday evening at the 138th Regiment Armory, drilling, as members of the Home Guard. Last week, an entire segment of the St. Louis amusement industry came to see the boys drill—but no dice! Rifles had arrived, and the boys spent the night in the basement fighting the grease off the pieces!

At least 14 of the St. Louis gang are planning to attend the Atlantic City Convention. Louis Ansell is planning to go to the convention—then to the MPTOA Convention in L. A. in June.

Tent No. 5—Detroit

Carl (Cully) and Jean Buermele were King and Queen of the Evening for the first Frolic after Easter—and then skipped out for a quick trip southbound. The event was engineered by their many exhibitor friends to be one of the big affairs of the season.

Regular Club activity is centering more and more in Atlantic City, as Detroit makes plans to attend with a big delegation. There are three big reasons: 1. Detroit will not let it be forgotten that this Tent was host to National Variety two years ago; 2. There will be a report that will show Detroit has not "rested on its oars" after winning the national citation at Dallas for charitable activity; 3. We've got a "heap big golfer" in Chief Barker Johnny Howard, and we know he needs a good gallery of home town rooters to repeat last year's triumph against the field of strong challengers he will have to face. More convention details later—right now, they remain a deep secret, to be disclosed "when we see you at Atlantic City."

Henderson M. Richey—who's a Detroit Barker, believe it or not—is back on the job after a siege in the hospital. Eddie Heiber, Universal branch manager, had to delay his trip southward, on account of a strep throat. Pete Simon was busy filming the Ford strike for Universal newsreel.

Tent No. 6—Cleveland

Over 600 people attended the Annual Variety-Cleveland Baseball Club luncheon held in the Statler Hotel Ballroom. Among those who attended were I. J. Freiberger, Vice President of the Cleveland Trust Company; Al Sutphin, owner of the Cleveland Barons Hockey Team and the Arena; Roger Peckinpaugh, Alva Bradley and C. C. Slapnika, manager, president and vice-president respectively of the Cleveland Baseball Club; Joe Trunk, Youngstown; Ray Wallace, Alliance, and Leo Jones of Upper Sandusky. Charles Stillwell, President of the Cleveland Chamber of Commerce, Louis B. Seltzer, Editor-in-chief of the *Cleveland Press;* Jack Graney, Pinky Hunter, Ellis Vander Pyl, and leading editors and sports writers from Cleveland.

Queens for the Day, April 22nd, were Mrs. Henry Greenberger and Mrs. George A. Kramer. There was a luncheon with the usual program at the club rooms.

Barkers and their families who have just returned from Florida are: S. David Spizel,

(*Continued on Page* 10)

The Box Office Slant

They Met in Argentina

RKO-Radio **Comedy with Music** **77 mins.**

(Prod. No. 128, Nat'l Release, April 25)

AUDIENCE SLANT: (Family) Fair comedy with a few laughs but too drawn out in spots.

BOX OFFICE SLANT: Lack of big names and production values will keep it from being a top-notcher.

Cast: Maureen O'Hara, James Ellison, Alberto Vila, Buddy Ebsen, Robert Barrat, Joseph Buloff, Diosa Costello, Victoria Cordova, Fortunio Bonanova, Carlos Barbe, Francisco Maran, Antonio Moreno. Credits: Produced by Lou Brock. Directed by Leslie Goodwins and Jack Hively. Screenplay by Jerry Cady. Story by Lou Brock and Harold Daniels. Musical director, Lud Gluskin. Director of photography, J. Roy Hunt. Special effects by Vernon L. Walker. Art director, Van Nest Polglase. Film editor, Desmond Marquette.

Plot: Ellison is sent to Argentina to try to purchase a horse for his American boss. It is suggested that the means to the end might be a romantic attack on Maureen O'Hara, daughter of the estancia's owner. But ultimately, he finds that romance is more attractive than horse buying.

Comment: As a means of bettering our relations with South America, this may prove successful; diplomatically, we are not too well posted. But it lacks the dash and liveliness of some other recent pictures with Latin American backgrounds and lacks also top names in the cast. Although there are a few songs, they are not likely to become hit tunes and there are no gorgeous production numbers to take the breath away. On the plus side, there is Buddy Ebsen's comedy, the romance, an exciting Argentine game in which there is some fast riding and a few other comedy sequences. Performances, while not outstanding, are satisfactory and direction although it could be speeded up a bit, can be labeled in the same manner. Sell it from the musical and comedy angles and with plenty of the "Good Neighbor" theme thrown in for good measure.

Catchline: "The lure of romance in the land of the gauchos."

The Cowboy and the Blonde

(Hollywood Preview)

20th Century-Fox **Comedy-Drama** **68 mins.**

(Prod. No. 141—Nat'l Release, May 16)

AUDIENCE SLANT: (Family) Suitable for any audience seeking light, breezy entertainment.

BOX OFFICE SLANT: Will please in any spot. A top-grade program picture.

Cast: Mary Beth Hughes, George Montgomery, Alan Mowbray, Robert Conway, John Miljan, Richard Lane, Robert Emmett Keane, Minerva Urecal, Fuzzy Knight, George O'Hara, Monica Bannister, William Halligan. Credits: Directed by Ray McCarey. Screenplay by Walter Bullock. Original story by Walter Bullock and William Brent. Director of photography, Charles Clarke. Film editor, Harry Reynolds. Associate Producers, Ralph Dietrich and Walter Morosco.

Plot: A rodeo champion is brought to a studio for a movie test. There he meets the studio's boxoffice draw, a blonde temperamental star. The cowboy is the only one on the lot who doesn't pamper her, as a result of which she falls in love with him. When his tests fail, her love is strong enough to make her give up her career to live with him on his ranch.

Comment: Poking fun at Hollywood and the way new discoveries are found, this light, breezy picture turns out to be a nice piece of entertainment. In fact, it's all any audience seeking genuine amusement could ask for. A refreshing, new story slant, expert direction and swell trouping all add to the picture's worth, and it should please in almost any spot. Mary Beth Hughes and George Montgomery head the cast, which includes such seasoned players as Alan Mowbray, John Miljan, Richard Lane and Fuzzy Knight. They all do splendid work. Ray McCarey does a first rate directorial job, demonstrating a marked ability for comedy. The title should be a natural for exploitation. Set up a movie camera in your lobby and arrange "screen-tests" for all blondes who apply. A cowboy riding around town on horseback, could distribute cards reading "I'm looking for a Blonde."

Catchline: "The inside story of picture making."

Legion of Decency Ratings

(For Week Ending April 26)

SUITABLE FOR GENERAL PATRONAGE

Mutiny in the Arctic

SUITABLE FOR ADULTS ONLY

The Black Cat
For Beauty's Sake
Ziegfeld Girl
Penny Serenade
The Cowboy and the Blonde
The Flame of New Orleans

South of Panama

Producers **Spy** **68 mins.**

(Prod. No. 110—Nat'l Release May 2)

AUDIENCE SLANT: (Family) Weak in spots but should please the double-feature fans.

BOX OFFICE SLANT: As a second feature, this picture presents selling possibilities because of its timeliness.

Cast: Roger Pryor, Virginia Vale, Lionel Royce, Lucien Prival, Duncan Renaldo, Lester Dorr, Jack Ingram, Hugh Beaumont, Warren Jackson, Sam McDaniel. Credits: Directed by Jean Yarborough. Produced by T. H. Richmond. Original story and screen play by Ben Roberts and Sidney Sheldon. Director of photography, Max Stengler. Art director, Frank Sylos. Film editor, Guy Thayer, Jr. Associate producer, Melville Shyer.

Plot: To foil espionage agents trailing her brother, an inventor of a secret formula to camouflage warplanes, Virginia Vale welcomes a stranger, Roger Pryor, when she arrives at a Panama airport—to throw the spies off her trail. Later, the foreign agents locate the honest-to-goodness inventor but plunge to their deaths over a cliff while pursuing him in an automobile.

Comment: The selling names of Roger Pryor and Virginia Vale, who shows promise as a star-to-be; the timeliness of the picture's theme and the featuring of the popular song hit, "Madame Will Drop Her Shawl," combine to present several exploitation angles. Because of the strategic importance of the Panama Canal in hemisphere defense, this picture's release now is timely. Tie in with your local music stores on the film's theme song which has been popularized over the nation's networks.

Catchline: "The pseudo-Latin girl and the American blonde were identical persons —but he chose the latter anyway."

The Black Cat

Universal **Mystery** **70 mins.**

(Prod. No. 5028—Nat'l Release, May 2)

AUDIENCE SLANT: (Adult) Average mystery "shocker" will please fairly well in average communities.

BOX OFFICE SLANT: Billed in the "horror show" manner, it should draw satisfactorily in most situations.

Cast: Basil Rathbone, Hugh Herbert, Broderick Crawford, Bela Lugosi, Gale Sondergaard, Anne Gwynne, Gladys Cooper, Cecilia Loftus, Claire Dodd, John Eldredge, Alan Ladd. Credits: Associate Producer, Burt Kelly. Directed by Albert S. Rogell. Original screenplay by Robert Lees, Fred Rinaldo, Eric Taylor and Robert Neville. Suggested by the story by Edgar Allan Poe. Director of photography, Stanley Cortez. Art direction, Jack Otterson.

Plot: Grandma Cecilia Loftus' relatives await her death so they can get their share of her estate. But after one of them murders her to rush matters, they find all bequests are withheld until the housekeeper, Gale Sondergaard, also dies. It isn't long until she, too, is put out of the way. Eventually the murderer is caught.

Comment: With all the regulation mystery trappings, this is a fairly satisfying picture, although much padding in the form of comedy relief (a necessary evil in mystery films) hampers the story's progress considerably. Not until near the end does suspense begin to grip the spectator. Since four scripters worked on the screenplay, it is logical to assume that one had charge of the drama, another the moving walls and sliding panels, another the comedy relief and still another the inevitable thunder storm that always takes place when eerie things are going on in an isolated mansion. Hugh Herbert's comedy is good in spots; at other times it becomes monotonous, slows up the proceedings. Nevertheless, as mysteries go, this one is liable to draw well for the showman who exploits it in the "horror show" manner. The four principal characters, besides doing good work, are also well known to moviegoers. The "black cat" motif should dominate all your displays.

Catchline: "The trail of the cat leads to your weirdest, wildest chills and thrills!"

Under Age

Columbia **Drama** **60 mins.**

(Prod. No. not set—Nat'l Release, April 17)

AUDIENCE SLANT: (Adult) Suitable for "thrill-loving" audiences in neighborhoods and average communities.

BOX OFFICE SLANT: If exploited along "sensational" lines, it should draw well in grind-run houses.

Cast: Nan Grey, Tom Neal, Mary Anderson, Alan Baxter, Leona Maricle, Don Beddoe, Yolanda Mollot, Richard Terry, Wilma Francis, Patti McCarty, Billie Roy, Gwen Kenyon, Barbara Kent, Nancy Worth. Credits: Produced by Ralph Cohn. Directed by Edward Dmytryk. Story by Stanley Roberts. Screenplay by Robert D. Andrews. Director of photography, John Stumar. Art direction, Lionel Banks. Film editor, Richard Fantl.

Plot: Among others, Nan Grey and her sister Mary Anderson take a job at a roadside resort, become unwilling decoys for unsuspecting "suckers." When Nan is accused of having "talked too much," she is beaten by the strong arm squad. Mary, seeking to get revenge, is killed by Baxter. The girls take matters into their own hands, force a confession of the racket from Baxter, suc-

(Continued on Page 18)

Tent No. 6—Cleveland

(Continued from Page 8)

Ned Barach, Bert Stearn, J. E. Scovill, Meyer Fine and Freddy Meyer.

Chief Barker Bert Stearn called a general meeting of all Barkers on Friday, April 18th, to go over future activities and plans for the National Convention.

Tent No. 10—Indianapolis

Another very successful charitable venture for Variety Club Tent No. 10 was the City-wide Tag Day which was held recently for the benefit of the Greek War Relief.

Plans are under way for a nice delegation from Tent No. 10 to attend the National Convention at Atlantic City in May.

Attendance at the Club continues very satisfactory. A farewell party was given for two of our popular Barkers, Harold Marshall and Jerry Adams, both of Metro. These two left to join the Army and both will be missed greatly during their year of service. Barker Laddie Hancock who was severely injured in an automobile accident is now on the road to recovery.

Most of the barkers from Tent No. 10 attended the funeral of Barker Hadley Hull who died very suddenly from a heart attack. "Had" was a member of Indianapolis Tent from its inception and his death was a severe blow.

Tent No. 11—Washington

Members of the board of directors have under consideration a plan to invite, as guest members to the club, about 100 men working in the industry and holding "junior executive" offices, such as cashiers, bookers and ad sales managers. These men, who are potential club members would receive all the courtesies of the club offered regular members and would receive a guest membership card good for three months. Fostered by Rudolph Berger, Metro district manager and chairman of the Tent's important welfare committee, the plan has been received with enthusiasm by the general membership.

Berger announced also that the club intends to further its work among the indigent by installing a fully-equipped dental clinic in Columbia Hospital. The club this year gave a dental clinic each to Providence and Children's Hospital, under the regime of Chief Barker Hardie Meakin, who incidentally has been working like sixteen Trojans on the national convention. Harry Brown, chairman of the convention golf committee for this Tent, is going to bring home the national cup, the Tent hopes. Last Monday the boys had their wives and sweethearts at a real old-fashioned get-together. It was Professional Night and there was plenty of real talent provided by Kings Harry Anger, Harry Lohmeyer, Gene Ford and Harry Krivit.

Tent No. 12—Minneapolis

The list of Twin City Variety club members who will attend the Atlantic City national convention next month is growing. It now includes, in addition to Chief Barker Ben Blotcky and Eddie Ruben (who will represent the club in the golf tournament), Abe Kaplan, Jack Heywood, W. R. Frank, Bill Volk, Paul Mans, Charlie Weiner, Sol Torodor and Charlie Rubenstein. About a dozen more are expected.

Abe Kaplan celebrated his birthday in the clubrooms. Eddie Ruben brought him a birthday cake with 20 candles and Abe set 'em up for the boys, not once but several times. He has the barkers' sympathy in the illness of his father, a grand old man.

Chief Barker Blotcky has announced the committees for the grand ball and supper dance, May 10—the season's principal social event to raise money for the club's principal charity project, the Milk Fund. Abe Kaplan and Max Torodor are co-chairmen of the important ticket committee; Blotcky, arrangements commitee (with Bill Elson, Joe Podoloff, LeRoy J. Miller and "Hy" Chapman his right hand men); Charlie Rubenstein, decorations, and Merle Potter, Bob Murphy and Cedric Adams co-chairman of the publicity committee.

King-For-A-Day luncheon this week had Harry Dickerman and Paul Mans as the Kings and a fine speaker in the person of John C. Duvall who talked on "Impact of War on Civilization."

Tent No. 13—Philadelphia

Meeting of the club last fortnight saw 77 attending, with friends of D. Benjamin Kresch, who left for the Army, appearing after a dinner to him. Dr. Leon Levy reported the club raised over $26,000 for charity this year. The group then listened to a talk by Col. William Taylor, who spent 30 years in Europe.

Clubroom Notes: April 19 was open house again. Eddie Fox, of Chaney and Fox, thanked the club for the fruit sent him while recuperating in Atlantic City. Chief Barker Dr. Leon Levy feels better after that throat ailment. Frank Boucher, Washington Barker, and district manager, Schine circuit, was a guest of house chairman Henry Friedman.

Tent No. 17—Dallas



Distinguished Guests

Left to right are Mayor Woodall Rogers of Dallas, Chief Barker Paul Short of Tent No. 17, Bill McGraw, Texas Attorney General, and James Aston, Dallas city manager, seated on the dais at a recent luncheon of the club. Aston has left the administration to serve in the Army.

Barkers from every section of Texas gathered in Dallas last Friday, Saturday and Sunday to participate in Tent 17's Sixth Annual Spring Get-Together and Golf Tournament, which with a net profit of over $6,000 was the most successful in the club's history. Winners of the 18 hole medal play were Barkers Fred Larned and Benny Bickers, both of whom were awarded prizes and an all expense trip to the National Convention in Atlantic City.

Chairman of the committee handling the tournament was B. C. Gibson and assisting him were Duke Evans, Burt King, Ben Bedford, Ted De Boer, Jim Webb, Roy Thrash, Frank Starz, E. C. Zrenner, Jake Elder, G. C. Hoover, Al Wolf, E. C. Coleman, Hugh Owen, John Franconi, Ray Beall, Jack Chalman, Joe Estes, Isadore Seegal, Walter Penn and Jack Zern.

Tent No. 18—Dayton

Ev Bennett, formerly manager of the Palace Theatre, has assumed duties as manager of the Norwood Theatre, Norwood, a Cincinnati suburb.

Tent 18 regrets the death of Nate LaVene, Universal salesman in Dayton. Attending his funeral in Cincinnati were Chief Barker W. A. Keyes, Roy Wells, and Fred Krimm.

Among the Dayton barkers at the opening Cincinnati Reds ball game were Bob Weisenberger, Roy Wells, Fred Krimm, Paul Banker, and Dick Althoff. The club is renewing its last year's policy of offering a drink on the house to every barker in the club rooms when a Cincinnati Red hits a home run. It hasn't cost the "house" very much as yet.

Tent No. 19—Baltimore

A big time was had Saturday night at the Club. Co-chairmen Eddie Sherwood and Bernie Seaman brought Major Bowes' show over from Rappaport's Hippodrome. A good time was had by all.

During the Greek Drive in the theatres, Chief Barker Hicks presented the committee with a check for $200 from the Club.

Chairman Perotka of the reservation committee of On To Atlantic City Movement for the annual convention reports that reservations are coming in at a very good rate.

Barker Eddie Perotka again wears his broad smile as he has moved back to his country estate for the summer, where he can watch his chickens, turkeys and ducks increase by the day. Eddie is never happier than when sitting on his broad screened porch enjoying the breezes of the Chesapeake Bay.

Tent No.22—Oklahoma City

The biggest event in Variety Club circles, is the coming national convention, and Chief Barker Louis C. Griffith and Barker Horace Falls as delegates from No. 22, are expected to have the time of their lives, while entertaining and being entertained.

C. O. Fulgham and C. B. Akers, assistant chief barkers, have returned to Oklahoma City after a week's absence.

Barker Wallie W. Walthall, after a brief visit to Oklahoma City, has returned to his home in Dallas, Texas.

Tent No. 23—Boston

A testimonial dinner honoring John J. Dervin and marking his promotion to the post of New England District Mgr. for United Artists, was given by the Variety Club on Monday at the Latin Quarter in Boston. For the past few years Dervin has been head of the United Artists exchange in Boston.

Among the guests at the testimonial dinner was a special delegation from the home office of United Artists. The group included Arthur W. Kelly, vice president in charge of domestic distribution; Harry L. Gold, vice president and Eastern general sales manager; Haskell M. Masters, Western general sales manager; and Charles Stern, head of United Artists Eastern district.

Tent No. 24—Charlotte

Barker Si Dillon, won the free trip to the Atlantic City Convention via the punch board run off during the week at the Club rooms—the "lucky dog."

Visitors during the week included, E. Augier, of RCA, New York City, Mr. and Mrs. J. H. Anderson, Tabor City exhibitors, L. V. Carr, of Roanoke, Va., guest of R. L. Simpson, and Paul Whiteman, who played an engagement at the Carolina Theatre.

While competition is still keen and the boys were given a pep sales talk on the ticket sale for the Charity Show at the Dilworth Theatre, May 9th, the standing of the teams remained the same.

Barker Phil Longdon, announces great progress in his promotion of a truck and equipment, for shows for shut-ins. He hopes to give the boys an eye full Saturday when they meet to hear the good news.

LADY FROM LOUISIANA

STARRING

JOHN WAYNE
ONA MUNSON
WITH
RAY MIDDLETON
HENRY STEPHENSON
HELEN WESTLEY

Screen play by Vera Caspary, Michael Hogan and Guy Endore • Original story by Edward James and Francis Faragoh • Director — Bernard Vorhaus



A VIBRANT ROMANCE

Pulsing with all the colorful thrills of gay New Orleans and its Mardi Gras.

A REPUBLIC PICTURE

Program Exchange

Friedman Emerges From His Shell; Briemann Gives Folks Dope on Length of Programs

SPRING must be here for sure now. It's warm and balmy, the birds are singing and more and more people crowd the streets at noon in the great metropolis. But alas! we must still wear our winter overcoat and heavy flannels. We tried discarding them a couple of times and immediately the temperature dropped down to a few degrees above zero. So, if we want it to stay warm and balmy, we must continue to "bundle up." One of these days soon we are going to try to fool the weather man and slip out nonchalantly in our spring outfit.

Lots of programs this beautiful spring morning. Makes us feel quite happy. Up in New Paltz, N. Y., Tommy di Lorenzo is making it possible for people to increase their knowledge. Once a week a volume of an encyclopedia is being given away, until, at the end of the fifteenth week, if one has attended regularly, he has the full set. Announcement of the offer has reached us in the form of a ruler-blotter which, every time we use it, will make us think of Tommy and the added knowledge that might have been ours had we been a patron of the New Paltz.

Publishes Length of Shows

In the program for the Ambassador Theatre, Baltimore, Md., Manager Bill Briemann lets his patrons know not only the schedule of shows, but also how long each show runs. Playing "Virginia" recently as his Easter attraction, he announced that the Sunday program lasted two hours, 14 minutes, while for the rest of the engagement the total running time was two hours, seven minutes. Furthermore, in scheduling shows, Briemann places an asterisk after the times of certain performances, explains that there is "immediate seating at this show." Whether this builds business for these performances we do not know, but we don't see how it could be otherwise.

Stating "sorry I have been a little lax in sending programs to you," Manager Theodore Friedman of the Strand Theatre, Suffern, N. Y., comes back into the fold once more after an extended delay caused by numerous activities. The recent programs enclosed with his letter are highlighted by catchy selling copy, good half-tone illustration and attention-getting art work. Friedman is giving short subjects the attention they deserve, too. We hope to hear more frequently from the Suffern theatreman (and that's not intended as a pun, either).

What's this safety pin and card all about?

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

Schedule of Play

The world owes you recreation periods. You have a schedule of work—get a schedule of play. Don't let life cheat you of the hours that thrill. They are the silver lining of the clouds of either dishwashing or business worries. All of us, rich or poor, have a right to a certain amount of entertainment. Modern work contains an over-proportion of routine. You fall spiritually sick unless you balance it with modern play—talking pictures. The Orpheum is your playground.

Well, the card reads like this: "You Can Pin Me Down . . . If This Isn't One of the Finest Twin-Hit Shows Ever Presented at Your Lyric Theatre." There's only one guy a clever novelty like that could come from, and sure enough it's W. S. Samuel of Port Neches, Texas. The morning mail has brought us another unique Samuel program cover. This time a circus ground is depicted. Painted across a side-show tent is an announcement of "Gift Ticket" books. At the left a barker spiels: "The world's greatest shows! This week and every week! Join the Happy Crowds! Forget your troubles! See a show!" Where does Samuel get the idea for his covers? Your guess is as good as ours. In any event, they get results.

Cinemag looks extremely interesting this week. What a live bunch of boys they have down there in Paragould! For example, here's the stuff of which the front page is made this week: First, a story about the new trend in "war pictures," which contends that they're lighter and funnier as an outgrowth of 1917 song sentiment, when Pack Up Your Troubles led the hit parade. Next, an appealing piece of art showing Jane Wyman in a bunny outfit appropriate for Easter. Then there is an excellent editorial under the heading of "Whosoever Shall Believe" which is so inspiring that, despite this late date, we believe it is worthy of reproduction:

Cinemag's Editorial

"In soft, half-mystical light through stained glass windows, millions of people will be gathered on Easter Sunday—the light will be clear on others, for bombs are no respecters of beauty or creed—and the light will fall through factory windows, on shipyards, where Sunday is another day of work—there will be particular glory in the light surrounding a mother as she bends over her child's bed—Flanders' crosses will cast long shadows in the early morning sunlight—but the same light will reveal new life borne in dingy rooms and expensive hotels, in hovels and mansions.

"Out of the blackness of night, comes day—from the depths of despair, comes hope. Many centuries ago a man who understood these things seemingly fell prey to the forces of darkness—the light of day nineteen hundred and forty-one years ago showed that He triumphed after all—and that things of the spirit do not perish—that Easter is a promise.

"The Easter lilies will fade and die—but their seeds will live and grow; a tree in midwinter seems utterly without life—but the light of Spring brings its Easter; Washington, Lincoln—who can say they've gone! No, you can't see them or speak to them, but they're vividly alive in the hearts and minds of people the world over; and in your family, those who have gone before live on in your memory.

"'Whosoever shall believeth in Me shall not perish, but shall have eternal life'—The sun will go tonight—tomorrow there will be light again. Go to church this Easter—attend the inspiring Easter service."

If only we could have anticipated the appearance of this splendid editorial in Cinemag in advance, we would have reproduced it sooner. But even at this date, it should be required reading for everyone. With a few changes here and there, we believe other theatremen could pick out portions of it for use in their own programs.

Keene Now Runs Own Theatre

Lionel Keene, who has been absent from STR pages for many months, is back this week, with the good news that he runs his own theatre now—the Kirkwood—down in Atlanta, Ga. To effect goodwill, he has joined several community organizations, in one of which he sponsors the second grade of the Kirkwood School. "Visited it today," he writes, "and gave each member of the class a lollypop."

Keene is not without his show-selling activities, and sends us some samples to prove it. On Lincoln's Birthday in February, he distributed Student Courtesy Cards which were good for 5 cents on the purchase of an admission to the theatre. He also has Honor Student Courtesy Cards which go to students with good grades. When the "Ten Best" were announced recently, Keene got out a herald announcing that eight of them had already played and that the other two were scheduled in the near future. To plug a Yo-yo demonstration, he distributed heralds. And when the serial "Deadwood Dick" opened, he covered the town with special heralds furnished by the distributors of the film. On another occasion he announced a recording contest on the stage, with prizes for the winners. He also put out heralds to announce a cooking school at which many valuable gifts promoted from local merchants were given away.

Newspaper Ad Good For 5 Cents

In one of his newspaper ads, Keene inserted a note that "this ad is worth 5 cents on purchase of a regular admission." Thus he had a reliable checkup on the value of newspaper advertising. Now that he's "in the swim" once more, we hope to be hearing pretty regularly from the Atlanta showman.

We've taken up more space than we were supposed to, so we'll have to call a halt right now. See you next week.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

MAY

28th

DIONNE QUINTUPLETS born 1934. If any shorts are available about the five famous little girls, this is a good time to play them, however old they may be. Tie up with stores selling merchandise endorsed by Dr. Dafoe, the Quins' physician.

29th

RHODE ISLAND joined the Union, 1790. Theatres in that state should participate in any local celebrations of the occasion.

WISCONSIN joined the Union, 1848. Ditto for theatres in the Badger State.

30th

MEMORIAL DAY in the North. It's a legal holiday and the start of a long week-end this year, so charge holiday prices, book a strong attraction and get out all the exploitation tricks in the book. Offer your theatre as headquarters for the traditional Memorial Day exercises in case of rain.

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	Mar. 8
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Lady From Cheyenne	April 12
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Penny Serenade	This Issue
Philadelphia Story	Jan. 25
Sis Hopkins	April 5
Son of Monte Cristo	Dec. 28
Thief of Bagdad	Dec. 14
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1

Emergency Met With Broadcast of Game

There's always a silver lining in the darkest cloud. And if you doubt it, we have Manager A. Easson's word for it.

One night recently the Toronto exhibitor was playing "Bittersweet" at his Oakwood Theatre. Shortly after the second showing started, sound trouble developed and he called emergency service.

Not knowing how long the screen would be dark, and dreading a flood of refunds, Easson resigned himself to the worst. As he worried, the radio in his office blared out the second period of the play-off game between Toronto and Boston.

Then an idea filled his brain. Quickly he snatched up the receiver, hustled backstage with it, connected it up. By raising the volume, he made it possible for the audience to hear the last 18 minutes of the game.

By that time repairs were made, and Easson didn't have to refund any money, "not even a nickel." He got out of a tight hole with a smile.

Next time an emergency happens in *your* theatre, you might remember what Easson did. Even if there's no game of sport being broadcast, there should be plenty of other programs on the air waves to keep your patrons in a satisfied mood.

Royal Crown Cola Spends $250,000 To Exploit Product, P.R.C. Players

T. H. Richmond has concluded a tie-up with the Royal Crown Cola Company, whereby that company will feature the names of Producers Releasing Corporation stars in a nation-wide advertising campaign costing over a quarter of a million dollars.

Already, 500 newspapers from coast to coast, have featured quarter-page ads in colored cartoon sections, featuring Henry Armetta enjoying a bottle of Royal Crown Cola, and giving complete credits to "Caught in the Act" and P.R.C.

Sometime in May, Roger Pryor and "South of Panama" will get similar boosts.

Throughout the entire spring and summer, Royal Crown will flood the nation with one, three, six, twelve and twenty-four sheets, window cards and stickers, plugging its product via the names of P.R.C. players.

Get Your Announcements In Spots Where Crowds Gather

Elevators, Building Lobbies, Hotels, Restaurants Provide Fertile Outlets for Your Ads

TO REACH the greatest number of people is the prime requisite of good exploitation. Wherever crowds are apt to gather, such as in elevators, lobbies of large buildings, hotels and restaurants, those are the places in which you should place your theatre announcements.

We know very little about elevators, but let's examine one for a moment from a theatreman's standpoint. The vertical travelers are idle and relaxed; they're in a mood to notice and absorb the copy on an announcement card—provided there isn't too much. Get in touch with building managers or superintendents and see what arrangements can be made to place cards in their elevators.

Elevators in hotels and department stores have frames in which institutional copy is inserted, or signs which advertise certain departments, the barber shop, restaurant, lounge or flower shop. Now while you may not be able to promote the entire space in one of these frames, it's highly possible that you can at least have a portion of it for your copy.

Publicity bureaus for the purpose of creating lobby displays to attract traffic are maintained by many office buildings. A striking and novel exhibit may bring the building much valuable newspaper publicity, and it is in this connection that wise exhibitors can benefit themselves.

Where buildings *do* go in for this sort of thing, they are in the market for ideas, and so naturally should be receptive to theatre cooperation. For example, in Cleveland recently during the showing of "Abe Lincoln in Illinois," an exhibit featuring blowups and stills furnished by the theatre, books from the public library, Lincoln mementoes from the Historical Society Museum and original photographs in the possession of local people was on display in the Union Commerce Building. That it stopped passersby dead in their tracks goes without saying.

In another Cleveland building, a novel display on "Pinocchio," consisting of original Disney drawings, blowups and stills, received plenty of attention. Exhibits featuring "Pinocchio" advertising were placed on display in six leading department stores. The day before the Technicolor cartoon feature opened, a committee of newspapermen determined which display was the most attractive and awarded the trimmer a cup presented by the theatre.

Chamber of Commerce Will Help

If you talk to an official of your local Chamber of Commerce, you'll probably find that through the Chamber's efforts the leading industries are permitted space in a prominent building location to feature their products. If any of these products are to be seen in a forthcoming picture, or if the picture makes mention of your town or its locale is your town, contact the Chamber of Commerce for a display. Perhaps the basis for a contest can be worked out if you know in advance of some local angle.

Because they consider it a service to their permanent and transient guests, hotels welcome a theatre card in their lobbies. Likewise, restaurants provide a good outlet for reaching a large number of people. Taking a Cleveland situation again as an example, although the same thing is true of many cities, the Clark Restaurants, realizing that early evening moviegoers might be persuaded to dine before going to the show, instituted bulletin boards in their eating places listing all movie attractions. This copy stands out: "Stay downtown tonight! Have dinner with us . . . then attend an excellent show." Featured in the display, besides the attractions, are the theatre luncheons and after-dinner specials. Surely the restaurants in your own community could repeat this idea with profitable results.

Plan now to take advantage of the advertising possibilities mentioned in this article. After all, wherever the crowds are, there you'll find the potential moviegoers.



Interchangeable Easter Display

Shown above is the colorful and attention-getting lobby display used by Manager Robert Busch of the Jeffery Theatre, Chicago, to announce his attractions for the Easter season. The cards held by the bunnies are interchangeable, so that each can be removed as an attraction plays and so that the display can be used again next year.

House to House Campaign Nets Information and Advertising Plugs

S. P. Fitzgerald, skipper of Warner's Stratford Theatre, Chicago, devised a clever idea, recently, for distributing heralds in a house-to-house campaign. When the householder opened the door, Fitzgerald's usher would ask: "Pardon me, but could you tell me what's playing at the Stratford?" If the person answered "no," the usher would hand him or her a throwaway and say: "Sorry, but if you had told me what was playing there I would have given you a pass."

Most of the persons reached were amused by the gag and were duly impressed by the ingenuity which fashioned it.

Selected Ads from the Dailies



Nine layouts comprise this week's selection of motion picture theatre newspaper ads, culled from such papers as *The Indianapolis News, The Milwaukee Sentinel, The St. Louis Globe-Democrat, The Philadelphia Record* and other leading dailies.

The ad on "The Devil and Miss Jones," which played recently at the Circle Theatre in Indianapolis, stresses the film's comedy. It has literally been lifted direct from the press book, with the signature plate at the bottom constituting the only art work done by the theatre's staff.

It seems strange, however, that since double features are so necessary for profitable operation, the second feature in this instance is billed so inconspicuously that one would never know it was being offered if he didn't study the ad closely. Here, the second feature is treated even more conservatively than many short subjects. It is "played down," yet it must be on the bill to attract patronage. Sorry, but we don't get it.

For the world premiere of "Sis Hopkins" at the Fox Theatre in St. Louis, the reverse lettering (white on black), plus white space on either side, make the layout easily the biggest attention-getter on the page.

The spirit of Easter is artistically and effectively embodied in the elongated three-column layout used by the Chakeres-Warner circuit for its Springfield (O.) theatres. Five theatres are represented in the ad. Note that in urging patrons to attend the movies "after church," the word "church" has been set in large, boldface caps. Each theatre's space is egg-shaped, there are bunnies and lilies and the sketch of a church entrance at the top of the display—all in keeping with the joyousness, as well as the religious aspect, of the season.

There is simplicity, yet strong drawing power, in the ad on "The Great Lie."

Small Town Showman Sells 'Sis Hopkins' In Spectacular Style

One of the finest examples of newspaper and merchant promotion we've ever seen has come to our desk from Manager Larry Woodin, Arcadia Theatre, Wellsboro, Pa.

To grab off one or two pages is pretty good showmanship, but to practically dominate an entire issue of a newspaper is indeed phenomenal, and that's just what Larry did when "Sis Hopkins" played his theatre.

Here's a page-by-page report.

Page One—Two-column story announcing plans for the premiere, also the name of the local girl whose measurements were closest to those of Judy Canova, star of the film.

Page Three—Full page of merchant tie-up ads.

Page Four—Another full page of "Sis Hopkins Values."

Page Six—The Arcadia's opening day announcement, nearly a half-page in size.

Page Seven—A three-column art layout, plus a newspaper "house ad" offering a "Sis Hopkins Special"—a 9-months' subscription for $1.00 to all Tioga County farmers.

Page Nine—Still another full page of "Sis Hopkins Values."

Seventeen merchants were represented in Larry's promotional activities. In addition, he arranged a number of special events, as follows:

A "Sis Hopkins Matinee" was held, at which all girls wearing hair-ribbons and chewing gum were admitted at children's prices.

A band concert was held in front of the brilliantly-lighted theatre on opening night.

All the film's hit tunes were played on the Penn Wells Hammond Organ by "Hack" Swain in the window of the Dunham store on the afternoon preceding the opening. A loudspeaker carried the music to the crowds in the street.

Because there were several misspelled words in the "Sis Hopkins" edition, passes were offered to the first five who brought a correct list of the words to the theatre.

There are thousands of other Wellsboros—typical small towns—throughout the country, but we doubt if any of them witnessed a campaign of the magnitude staged by Manager Woodin for "Sis Hopkins." This astute theatreman belongs in the hall of Smart Small Town Showmen, and there is plenty of room for others.

Two-Picture Tieup With RCA

Warner Brothers have effected a two-picture exploitation tieup with RCA Victor covering "Million Dollar Baby" and "Affectionately Yours." RCA is preparing five thousand full color 44x64 window displays for dealers, using pictures of Priscilla Lane, Ronald Reagan, May Robson, Jeffrey Lynn, Lee Patrick, Merle Oberon, Rita Hayworth and Ralph Bellamy.

You've Got to Be Good to be a WINNER
When You Compete Against America's Smart Showmen

The WILD WAVEY BABES ARE CALLING!

Calling YOU to the 7TH

NATIONAL CONVENTION ARIETY CLUBS OF AMERICA!

MAY 15-16-17

TRAYMORE HOTEL
ATLANTIC CITY

THREE SOLID DAYS AND NIGHTS OF FUN AND PLEASURE

...YOU will mingle in the greatest turnout of industry people ever assembled!

HAPPY EXHIBITORS!
GLEEFUL DISTRIBUTORS!
GAY PRODUCERS!

. . . . . All at their mellowest!



REGISTRATION FEE
(Which includes the ENTIRE round of activities:)

$20.00 Per Person

Send checks to James Balmer, Variety Clubs of America, William Penn Hotel, Pittsburgh, Pa.

FOR HOTEL RESERVATIONS:
Write Henry Friedman, Ardmore Theatre Bldg., Ardmore, Pa.

THE PROGRAM:

MAY 15th
REGISTRATION
BOAT RIDE & FISHING PARTIES
PRODUCER-EXHIBITOR FORUM
MONSTER BOXING SHOW

MAY 16th
BUSINESS SESSIONS
VARIETY NIGHT CLUB PARTY
CALCUTTA POOL
"BEAT" DALLAS PARTY

MAY 17th
GOLF TOURNAMENT
BOARDWALK PARADE
VARIETY CLUB CIRCUS
UNITED ARTISTS COCKTAIL PARTY
CONVENTION BANQUET

OLOGIES PETTY



'Ziegfeld Girl' Caravan Now on 15,000-Mile Nationwide Tour

Here is MGM's "Ziegfeld Girl" costume tour caravan which started its 15,000-mile trek in Chicago early in April. The caravan has already visited—in addition to Chicago—Detroit, Buffalo, Albany, Baltimore, Washington, New York, Philadelphia, Harrisburg, Pittsburgh, Cleveland, Dayton and Cincinnati, with other dates soon to be announced. At each stop two starlets from the film, Myrna Dell and Virginia Cruzon, shown above, model the gowns, while a newspaper contest is conducted to determine the local young lady whose measurements come closest to fitting Judy Garland's costume. Paintings by some of the country's leading illustrators, which served as inspiration to artists and art students in the recent national contest for paintings symbolizing the ideal 1941 showgirl, are part of the tour.

DeHaven Donates Prizes for Slogan Contest, Arranges Half-Holiday

The Whitehouse (O.) Business Men's Association, recently organized by A. Milo DeHaven, manager of the Town Theatre (*STR, March* 15, *pp.* 30-31), has concluded a slogan contest for the community. Prizes were donated by Manager DeHaven, who garnered plenty of publicity in the *Standard*, local news paper.

The winning slogan: "W.B.M.A. has made every day a bargain day in Whitehouse."

The town management also succeeded in getting the local school board to declare a half-holiday so that all teachers and students could attend a matinee showing of "Land of Liberty."

"The last time Whitehouse had a holiday," DeHaven reports, "was Home Coming, and it wasn't a legal one."

B. & O. R.R. Helps Sell "Virginia"

In arranging a tie-up with the B. & O. Railroad Travel Agency on "Virginia," Manager Richard Barry of the Capitol Theatre, Chicago, used as the keynote of his display: "See Romantic, Modern Virginia; Home of One of the Screen's Greatest Love Stories." Scenic wonders of the Blue Ridge Mountains, Mt. Vernon and Monticello were also used in displays together with a cut-out of Madeleine Carroll.

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs
of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

Warners Tieing Up With Baby Week On Behalf of "Million Dollar Baby"

Warners has tied in with the Earnshaw Publications, sponsors of National Baby Week, on a campaign that will net the company's "Million Dollar Baby" thousands of inches of space in promotional ads and institutional exploitation for the entire week starting April 27th.

National Baby Week is an annual baby wear promotion built around Child Health Day, May 1, with baby care demonstrations and lectures, and child psychologists in action at department and specialty stores. Earnshaw group are owners and publishers of a large chain of children's and women's magazines.

Warners is considering sending Priscilla Lane to New York to participate in the work of the National Committee.

The Baby Week tieup is one of a series contracted for by the studio on "Million Dollar Baby," At least 300,000 records as recorded by Bing Crosby, Priscilla Lane, Nan Wynn and others will be on the stands from every recording company in the country within the month. The studio is also setting a deal with nickel and dime emporiums for a definite tieup with the title of the picture.

Set National Florists Tieup

A national exploitation tieup with the Florists Telegraph Delivery organization on "Affectionately Yours" has been arranged by Warner Bros. The floral group is planning "National Affection Week," using the slogan "Affectionately Yours" in all copy. Color pictures of Merle Oberon, Dennis Morgan and Rita Hayworth, stars of the film, will carry the newly-coined slogan and will be window displayed by florists throughout the country.

Post Cards to Newlyweds

In a triple tie-up, the Garfield, Uptown and Modjeska Theatres, Milwaukee, Wisc., mailed 100 postal cards to women applicants for marriage licenses listed in the newspapers, 10 days in advance of opening of "Honeymoon for Three." The card bore the headline: "It May Happen to You," and said that the problems which form the basis of the plot may parallel their own.

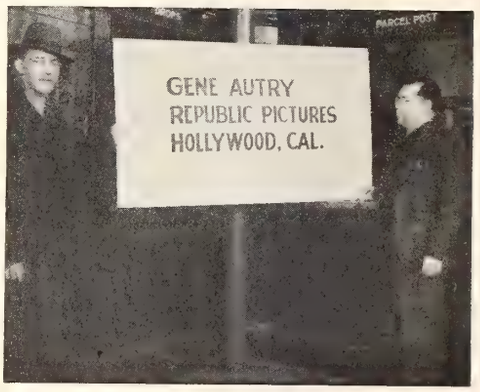
Autry Film Plugged by 'Roundup' Campaign

A. O. Wirth, manager of the Fenway Theatre, Fennimore, Wisconsin, arranged a "Fennimore Roundup Days" campaign in connection with his showing of Republic's "Ridin' On a Rainbow." Wirth reports that it was "what the doctor ordered" for Fennimore merchants when Hank Quartemont and he sponsored bargain days through the cooperation of the Fennimore newspaper, merchants and the Fenway Theatre.

A week in advance of the engagement the local paper devoted a great deal of space to stories and teaser ads. A double-page spread announced bargains in local shops. The spread carried a special coupon and bargain seekers clipped this coupon and had it stamped when making a purchase from any co-operating merchant. The stamped coupon admitted patrons to the theatre for special matinees upon payment of a service charge. The co-operating merchant paid the theatre 5c per coupon.

A huge post card 3 x 5 feet (*see cut*) was signed by hundreds of persons attending the theatre on "Roundup Days." This card was actually mailed to Gene Autry; and, as a finale to the campaign, the local paper carried a picture of the card being mailed.

In addition to the newspaper advertising, 200 window cards were promoted from the local paper and were posted in windows of co-operating merchants, on light poles along the main street, and in surrounding towns.



Manager Wirth (left) and Postmaster Len Mulrooney with large post card sent to Gene Autry by his fans in Fennimore, Wis. Postage amounted to $3.90. The card was part of a campaign on Republic's "Ridin' On a Rainbow."

Most Vivacious Lady Contest Brings Crowds to See Reissue of Film

A bang-up, go-out-and-pull-'em-in campaign was put over by Manager Ted Kirkmeyer of the Egyptian Theatre, Ogden, Utah, in order to take full advantage of the recent Academy Award publicity given Ginger Rogers and Jimmie Stewart when he offered the only picture in which they have co-starred, "Vivacious Lady."

Highlights of Kirkmeyer's campaign consisted of a "Vivacious Lady" contest conducted in conjunction with the *Standard-Examiner* to select from among the past year's beauty contests the city's most vivacious lady; a newspaper advertising campaign that started six days in advance with special teaser ads featuring the Academy Awards; extra posters and a special front which featured three special posters tieing in the Awards; 300 special window cards and newspaper display advertising boosted receipts.

A tieup with three local merchants produced 5,000 special circulars. College and labor papers ran special publicity and scene mat reproductions and there were radio plugs including announcements on regular man-on-the-street broadcast each morning. The Walgreen Drug Store cooperated with a window tieup and the Egyptian cross-trailered the attraction with the company's other house.

ANY showman who doesn't get behind "Penny Serenade" with every exploitation angle at his command is not a showman.

That's a pretty blunt charge, but we intend it to be so. For "Penny Serenade" is the sort of picture that, if you fail to back it to the limit, will make you feel like kicking yourself for a long time afterwards. We believe it capable of doing good business with just an ordinary campaign, but at the same time we believe it also capable of doing *exceptionally* good business for those exhibitors who realize its potent seat-selling possibilities.

We've divided the suggestions in this Showmanalysis into five classifications which we refer to as "angles." They are **The Star Angles, The Romantic Angles, The Title Angles, The Story Angles** and **The Music Angles.** In these classifications we have tried to include many different stunts, whether for street, lobby, newspaper, radio or what not. Naturally, with so many selling ideas possible, not every one can be mentioned on this page; but those which do appear can be augmented with others in planning your campaign.



Screenplay by Morrie Ryskind. Story by Martha Cheavens. Produced and directed by George Stevens.

THE STAR ANGLES

Telescope in Lobby. As a team, Irene Dunne and Cary Grant scored successfully in "The Awful Truth" and "My Favorite Wife." Individually starred, each has been a favorite. Thus it is important that you plug their appearance together in "Penny Serenade." One way of doing this is to place a "telescope" (a home-made affair) in your lobby, near which is a placard with the copy, "Visible Now! Two Important Stars!" An attendant invites patrons to have a free look. Through the gadget, one can see the stars' names and the title and the playdate.

Newspaper or Program Idea. With "head" photos as guides, your artist could make dot-sketches of Dunne and Grant. By running these sketches either in the newspaper or in your house program, you can invite fans to guess the number of dots in each sketch, offering guest tickets to the first ten people or so who bring the correct answers to your theatre.

Typewriter Faces. You might also print photos of the stars in the newspaper and invite fans to make "typewriter faces," which is done by skillful manipulation of typewriter keys. Winning faces could be displayed in the lobby.

Star Blowups in Windows. There should be many opportunities for window tieups. In each instance, it would be wise showmanship to have blowups of Dunne and Grant as part of the display.

Join the Stars. To put over this stunt, you'll need several stills showing only the two stars either in romantic or dramatic poses. In zig-zag style, cut each photo apart so that when you're all through, one group of "halves" feature Dunne, the other group Grant. Imprint on the back of each piece the admonition to "join the stars," and specify that if the holder can find the person who has the matching other half, both will receive guest tickets to see "Penny Serenade." Distribute the pieces in widely scattered sections of your town.

THE ROMANTIC ANGLES

Newspaper Contest. For a one-day newspaper contest, have a cut made of Still No. 72, which shows Grant putting a wedding ring on Dunne's finger. Readers are to write a 50-word reply to the following question: "Do You Remember the Day?"

Scented Blotters. Get several hundred blotters and sprinkle them with perfume or toilet water, or thoroughly cover them with sachet powder. With each carrying this catchline, "The Sweetest Romance of the Year With Your Favorite Romantic Team Again Excitingly United," distribute them to offices, stores and factories.

Famous Romantic Teams. As a radio or newspaper contest, invite contestants to name famous romantic teams of history, the movies, radio, stage, etc. One member of each team could be given, with fans being required to name the other. Or the teams could be jumbled, so that they would have to be correctly paired.

THE TITLE ANGLES

Penny Proverbs. The press book suggests a four-day newspaper contest in which readers are to find the "penny" proverb in the dialogue at the bottom of each of four pictures. We needn't go into detail about it here, except to say that it should stimulate a lot of interest in your engagement. Aside from this, a prize might be offered for the longest list of "penny" proverbs.

Life of a Penny. Another interesting stunt would be to invite the public to become amateur reporters; to follow a penny for a full day as it goes through many exchange mediums and then write a story about it under the heading "I Am a Penny."



Here's an idea for a merchants' cooperative page which your newspaper advertising director should be glad to aid you in promoting. Get the dealers to display pennants and banners in front of their stores.

Serenade to a Penny. One definition of a serenade is "a song to honor some person." For this stunt, however, offer prizes for the best serenade to a penny. It should not be a song but rather a poem in which the writer pays homage to the lowly copper coin.

THE STORY ANGLES

Cutest Child Contest. Because the picture concerns a married couple's efforts to adopt a child, you can appropriately ask the newspaper and a local photographer to cooperate with you in conducting a contest to find the community's cutest children. The paper should publish a few photos each day, and at the end of the contest the winning prints could be displayed in your lobby and in the photographer's window.

Orphans' Matinee. As a good-will gesture, arrange a special matinee for the orphans of your town. Prominent townsfolk could cooperate in providing transportation to get the kiddies to the theatre. Be sure to publicize the gesture in the newspapers.

Baby-Dressing Contest. Perhaps you can get several local fathers to appear on your stage and compete in a baby-dressing contest. You may find it inadvisable to use real babies, so promote some life-like dolls from a department store, and let the fathers "go to town." The quickest "dresser" wins prizes donated by merchants.

THE MUSIC ANGLES

National RCA-Victor Tieup. Here is a swell opportunity for exhibitors to get plenty of exploitation, inasmuch as RCA-Victor has tied in with the distributors of "Penny Serenade" on a powerful pre-selling campaign. To get an idea of its importance, and to learn the names of your nearby jobbers, see the press book for complete details.

Street Ballyhoo. Send a sound truck around town playing records of the numbers heard in the picture, with the announcer giving frequent plugs for your engagement.

Search for Recordings. Most of the songs are old favorites, among them being Missouri Waltz, That Old Gang of Mine, Three O'Clock in the Morning, Japanese Sandman, etc. Through the medium of the newspaper's classified advertising department, advertise for recordings of these songs, specifying that the first person who brings discs in which the above numbers, as well as Penny Serenade, are featured, to your theatre, a special reward will be offered. Of course, you can return the records when they have served their purpose for this stunt.

MISCELLANEOUS IDEAS

Savings Bank Tieup. On the opening day or during the run of "Penny Serenade" give to each child born during that period fifty brand new pennies. By special arrangement with the local bank, every parent who brings the fifty pennies to the bank and opens a savings account will be credited with one dollar, the bank matching every fifty pennies received with fifty cents. The account, of course, should be opened in the child's name, and a special stipulation should be made that no money can be withdrawn for a year.

Distribution of Novelties. A number of excellent novelties are available for use as giveaways. One of these is a "Lucky Penny," which many people will carry constantly and thus be reminded of your playdate. Another is a coin envelope appropriately imprinted on the outside in which your cashier places pennies to be included in the customer's change. There are also "penny postcards" and "coin-holder 'banks'."

MEET THE

WINNERS

Showmen Who Gain Glory and Cash for Prize Ideas

in STR's

SHORTS SUBJECT IDEA CONTEST

The Show Builder

Monthly Shorts Subject Feature

Presents the WINNERS

NEXT WEEK

WINNERS + Winning Ideas for Selling Short Subjects Make Next Week's Issue A MUST FOR YOU

The Box Office Slant

Under Age

(*Continued from Page 9*)

ceed in having him and the feminine operator of the chain convicted.

Comment: A foreword at the start of this picture which labels it as Columbia's contribution to law enforcement officials in ridding the country of crime-infested hotels is well taken, and the racketeers get their just desserts at the end; yet one can't help but feel that the principal thought behind the production was to make a film that could be exploited along "sensational" lines to lure "thrill-loving" fans into the neighborhoods and grind runs. That "Under Age" will draw 'em in on that score in the smaller houses is not to be questioned. What puzzles one is that a film of this type will often attract larger audiences (provided it is "sensationally" sold) than a more expensive and more worthwhile cinematic effort. The plot formula is familiar, and the roles are well cast, with Nan Grey, Mary Anderson, Tom Neal, Alan Baxter and Leona Maricle furnishing satisfactory performances. Cutouts of be-sweatered, curvaceous Mary Anderson, headline-style catchlines about girl victims in tourist camp rackets are but two of the angles certain to attract patronage.

Catchline: "Will **your** daughter fall victim to the nationwide 'tourist camp' racket?"

The Wagons Roll at Night

Warner Bros. **Drama** **84 mins.**

(Prod. No. not set—Nat'l Release, April 26)

AUDIENCE SLANT: (Family) Plenty of thrills and a good cast make it one of the best for audience appeal. Circus backgrounds always interest the fans.

BOX OFFICE SLANT: Should do an excellent business.

Cast: Humphrey Bogart, Sylvia Sidney, Eddie Albert, Joan Leslie, Sig Rumann, Cliff Clark, Charley Foy, Frank Wilcox, John Ridgely, Clara Blandick, Aldrich Bowker, Garry Owen, Jack Mower, Frank Mayo. **Credits:** Jack L. Warner in charge of production. Hal B. Wallis, executive producer. Associate producer, Harlan Thompson. Directed by Ray Enright. Screenplay by Fred Niblo, Jr., and Barry Trivers. Suggested by a story by Francis Wallace. Director of photography, Sid Hickox. Art director, Hugh Reticker. Film editor, Mark Richards. Special effects by Byron Haskin and H. F. Koenekamp. Musical direction, H. Roemheld.

Plot: When Bogart's carnival troupe comes to town, a lion escapes but Eddie Albert, a grocer's boy, corners the beast. Bogart hires him as a lion tamer. Injured by a lion, he is taken to Bogart's farm where he falls in love with Bogart's sister. But Bogart wants to keep her away from circus folk, and to prevent the marriage, plans to do away with Albert by putting him in a cage with a crazed lion. However, he is persuaded to relent and is himself killed by the lion.

Comment: Against a circus background, always fascinating to the average audience, this drama unfolds with thrills aplenty and just the right amount of comedy and romance interspersed to constitute what should be a most successful attraction. Eddie Albert shines in the leading role and his popularity, by now, should be considerable. Bogart, as usual, is dark and sinister and Sylvia Sidney handles a rather subordinate role as a good trouper should. Direction and production are all that could be desired. Altogether, it's a swell audience picture, and one which ought to make money at the box office. Sell it with a circus front and put in plenty of material about the lions, etc. An essay contest on any subject connected with a circus, ballyhoos of a circusy nature, circus type in ads, etc., are all required to exploit the picture properly.

Catchline: "Taming lions was much easier than proposing to the girl he loved."

Roar of The Press

(Hollywood Preview)

Monogram **Comedy-Drama** **72 mins.**

(Nat'l Release, April 30)

AUDIENCE SLANT: (Family) Should be well received in any situation. A good piece of entertainment.

BOX OFFICE SLANT: Swell supporting dish for the major situations and a topper for the subsequent runs.

Cast: Jean Parker, Wallace Ford, Jed Prouty, Suzanne Kaaren, Harland Tucker, Evalyn Knapp, Robert Frazer, Dorothy Lee, John Holland, Maxine Leslie, Paul Fix, Betty Compson, Matty Fain, Eddie Foster and others. **Credits:** Directed by Phil Rosen. Screenplay by Albert Duffy. Original story by Alfred Block. Photography by Harry Neumann. Film editor, Jack Ogelvie. Produced by Scott R. Dunlap.

Plot: As they enter their apartment house where they expect to spend a quiet honeymoon, Wallace Ford and Jean Parker, newlyweds, see the body of a man fall from the building across the street. Ford, a reporter, gets on the case, and the honeymoon has to wait until he makes the discovery that it's the work of a band of fifth columnists. He helps round them up, but all the other papers scoop him on the story.

Comment: In "Roar Of The Press" Monogram has a very competent piece of entertainment—one that should be well received wherever shown. Commendable work by Wallace Ford and the rest of the cast is responsible for the success of the picture, and that it will succeed, is a foregone conclusion, providing, of course, that it gets some wise selling. The story is interesting, and although played for comedy most of the time, does not libel the newspaper profession. There's not a single drunken reporter in it. Producer Scott R. Dunlap and Director Phil Rosen have delivered one of the top productions for the studio's current season. Here's a swell supporting dish for the major situations and a topper for the neighborhood runs. Play up the newspaper angle in all your exploitation. Decorate your lobby with actual newspaper headlines of anything sensational. Arrange for the insertion of heralds in your local papers.

Catchline: "Reporter uncovers fifth columnist plot."

Two Gun Sheriff

Republic **Western** **56 mins.**

(Prod. No. 76—Nat'l Release, April 10)

AUDIENCE SLANT: Starts off with a bang and maintains its zippy pace.

BOX OFFICE SLANT: Should please the Western fans.

Cast: Don "Red" Barry, Lynn Merrick, Jay Novello, Milton Kibbee. **Credits:** Producer-director, George Sherman. Original story and screenplay by Bennett Cohen.

Plot: Barry plays a dual role, that of Bruce, an upright sheriff, and Jim, an outlaw. Bruce, the sheriff, is taken prisoner by a gang of cattle rustlers and Jim, his outlaw brother, is forced to take his kin's place and sign fake clearance papers for a herd of stolen cattle. The death of his sweetheart and reunion with his mother, softens Jim. Then he saves his brother's life and retrieves the stolen cattle, but is killed in the attempt.

Comment: This action western starts off with a bang and maintains its zippy pace pretty much throughout. Barry plays the dual role adequately and is capably assisted by newcomer Lynn Merrick, one of a group of baby stars, who is photogenic as his sweetheart. Barry has a flair for this type

of film and shows promise of bigger things in the future. Feature this new romantic team in your billing. Of course, don't fail to stress the pulse-thumping action in the picture. Barry has achieved a reputation among western fans and is definitely a marquee name. Feature his name on all of your advertising, but give the young starlet billing, too—your patrons will probably like her.

Catchline: "His sweetheart's death and reunion with his mother, reforms the sentimental outlaw."

Caught in the Act

Producers **Comedy-Drama** **62 mins.**

(Prod. No. 107—Nat'l Release Feb. 7)

AUDIENCE SLANT: (Family) Good wholesome fun for the family.

BOX OFFICE SLANT: Second feature but has Henry Armetta's name for marquee value.

Cast: Henry Armetta, Iris Meredith, Robert Baldwin, Charles Miller, Inez Palange, Dick Terry, Joey Ray, Maxine Leslie and William Newell. **Credits:** Original story by Robert Cosgriff. Screenplay by Al Martin. Director of photography, Corson Jowett. Art director, Charles Clague. Production manager, Chris Beute. Directed by Jean Yarborough. Produced by T. H. Richmond. Associate producer, Martin Cohn.

Plot: Henry Armetta, an honest and hard-working construction foreman and devoted husband, becomes mixed up with a blonde much against his will. The blonde is a member of a gang of racketeers. Henry gets into a peck of trouble with the police as a result, but it's all straightened out and he saves his boss from the clutches of the racketeers, before it's all over.

Comment: Armetta, one of the screen's most lovable characters, gets a fine opportunity in this film to show the stuff of which he is made. The picture permits the actor wide range for his comedy and acting gifts. For those who admire his work—and there are legions—it is, indeed, pleasing entertainment. Members of the cast are adequate in their respective roles, but Armetta steals the show. Feature him in your billing, for his name still retains its marquee value. You may book this wherever a comedy-drama is called for, to round out your double-feature bill.

Catchline: "Trouble starts when a dizzy blonde crosses his path.

Pals of the Pecos

Republic **Western** **56 mins.**

(Prod. No. 66—Nat'l Release, April 8)

AUDIENCE SLANT: (Family) Not up to past Mesquiteers efforts, but the western fans won't mind that.

BOX OFFICE SLANT: Should do average business.

Cast: Robert Livingston, Bob Steele, Rufe Davis, June Johnson, Robert Winkler, Pat O'Malley, Dennis Moore, Robert Frazer, Roy Barcroft, John Holland, Tom London. **Credits:** Associate Producer, Louis Gray. Directed by Lester Orlebeck. Screenplay by Oliver Drake and Herbert Dalmas. Original story by Oliver Drake. Based on characters created by William Colt MacDonald. Director of photography, Reggie Lanning. Musical score, Cy Feuer. Film editor, Ray Snyder.

Plot: Pat O'Malley is building a new overland coach line, while Robert Frazer, owner of a transportation line, and John Holland, unscrupulous attorney, conspire to prevent him from doing so. But sure enough, with the aid of the Mesquiteers, the line goes through.

Comment: Marred by poor performances and a stereotyped western plot, "Pals of the Pecos" falls short of the entertainment merit manifested by past efforts in the Mesquiteers series. Livingston, Steele and Davis, of course, are adequate in the leading roles; but June Johnson and Pat O'Malley, especially the former, are extremely unconvincing. Whether this is their responsibility or the result of faulty direction is a matter of conjecture. However, a wild chase at the end, with plenty of shootin' and fisticuffs, will be enough to appease the action fans for any defects the film may possess. Where this series is popular, the new releases should get by. It should be sold in the customary "western" manner.

Catchline: "Ride the trail of adventure and thrills with the Mesquiteers."

The Flame of New Orleans

Universal **Period Comedy** **79 mins.**

(Prod. No. not set—Nat'l Release, April 25)

AUDIENCE SLANT: (Adult) Plenty of eye appeal and production values provide chief attraction and interest for adult audiences not too insistent upon action.

BOX OFFICE SLANT: Dietrich and other names a factor which, coupled with the elaborate staging and photography of the film, can be used to sell this for good grosses.

Cast: Marlene Dietrich, Bruce Cabot, Roland Young, Mischa Auer, Andy Devine, Frank Jenks, Eddie Quillan, Laura Hope Crews, Franklin Pangborn, Theresa Harris, Clarence Muse, Melville Cooper, Anne Revere, Bob Evans, Emily Fitzroy, Virginia Sale, Gitta Alpar, Anthony Marlowe. **Credits:** Produced by Joe Pasternak. Directed by Rene Clair. Written by Norman Krasna. Director of photography, Rudolph Mate. Art direction, Jack Otterson. Musical direction, Charles Previn. Musical score, Frank Skinner.

Plot: Marlene Dietrich, continental adventuress, beglamours New Orleans' wealthiest bachelor, Roland Young, who proposes. At the same time, Bruce Cabot, handsome river skipper, catches her eye. Because of complications caused by revelations of her real earthy nature, Marlene finds herself committed to marry Young. At the wedding, however, she changes her mind, disappears. As Cabot's boat moves down the river, her wedding dress drops out of a port-hole and floats to shore.

Comment: As silken a production as has come out of Hollywood in some time, this is a vehicle for the glamor of Marlene Dietrich more than a stirring or dramatic offering. The star plays a lady with a past who poses as a dignified countess in order to attract some wealthy suitor from among the men of New Orleans. Playing the role enforces a constant air of artificiality upon the central character and this somehow imparts itself to the play as a whole. But if "Flame of New Orleans" lacks action, and a change of pace, it certainly provides scenes of startling attractiveness—and we mean the close-ups of Dietrich as well as the exteriors of old New Orleans, the drawing rooms of the banker the "countess" wins as a fiance, and the colorful waterfront and cafe rendevous of the sailors. Roland Young has little or no time for comedy as he plays the deluded banker who falls in love with Dietrich, and Bruce Cabot does a robust job as the sailor who also falls in love with Marlene. Names of marquee value appear in the important as well as minor scenes. The direction is polished and marked by a great efficiency in highlighting the charms of Miss Dietrich, as well as putting flavor and atmosphere into the settings. Only in the matter of action and dramatic pulse is the picture lacking. One feels that always in the scene just ahead something with spark and dramatic fire, or perhaps stimulating comedy will emerge. But expectations are not realized often enough and the play never seems to get going in high. For exploitation the Dietrich name and those of Young, Mischa Auer, Andy Devine, Bruce Cabot and many others should be played up strongly, with particular emphasis upon the fact that the picture recreates a period and a place never rivaled in America for romantic color.

Catchline: "A belle, a banker and a buccaneer."



"THAT'S A TOUGH ONE TO ANSWER!"

"With all the conflicting stories I hear about what's going to happen to *sound*, how can I *know* I won't make costly mistakes? That's a hard one to answer —*by myself*. Well, I've quit kidding myself. I'm a showman, not an engineer. I know what Altec has done to keep my equipment *modern* and produce quality entertainment. When the time comes for any kind of change, I know I can depend on Altec's technical advice." Change to Altec today.

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. . . Program Notes From the Studios . . .

H. B. Warner, veteran stage and screen player, has been signed for an important role in "The Devil and Daniel Webster," now being produced by William Dieterle for RKO. Warner joins such well-known players as Thomas Mitchell, Walter Huston, Anne Shirley, James Craig, Simone Simon and Jane Darwell in the cast.

Tom Keene has been signed for a series of western pictures by Monogram, returning to the studio where he scored some of his greatest successes. The first will be "Wanderers of the West," set to roll in about ten days.

"Rhapsody In Blue" has been definitely set by Warner Bros. as the title of the film to be based on the life and songs of George Gershwin.

Gertrude Astor joins the cast of Harry Sherman's "The Parson of Panamint" currently before the cameras under the direction of William McGann. Starring in the de luxe film are Charlie Ruggles, Ellen Drew and Phil Terry.

Sidney Lanfield, who will direct Columbia's "You'll Never Get Rich," forthcoming Fred Astaire-Rita Hayworth starrer, returned from Camp Haan, reporting that he had completed arrangements to film certain sequences there if desired.

Producer Edward Small has announced that his forthcoming picture, "Corsican Brothers," starring Douglas Fairbanks, Jr., will be photographed in Technicolor.

With a cast headed by Cesar Romero, Carole Landis and J. Edward Bromberg, "Dance Hall" went before the cameras at 20th Century-Fox under the direction of Irving Pichel. William Henry, June Storey and Charles Halton head the supporting cast.

Due to illness, Virginia Weidler replaces Shirley Temple in MGM's "Barnacle Bill," which was to mark Shirley's return to the screen. A new assignment for Shirley will be announced by the studio this week.

"Bad Men of Deadwood" has been set as the eighth and last of the Roy Rogers-George "Gabby" Hayes westerns on this season's Republic program. Joseph Kane will produce and direct.

Nell O'Day and Elaine Morey have been assigned the feminine leads in the new Johnny Mack Brown feature, "Martial Law," currently in production at Universal. Fuzzy Knight has the comedy lead.

Rochester has an important comedy role in the Bing Crosby-Mary Martin starrer, "Birth of the Blues," now shooting at Paramount under the direction of Victor Schertzinger. The cast includes Brian Donlevy, Carolyn Lee and Jack Teagarden and his band. Monta Bell is producing the picture.

Samuel Goldwyn will star Bob Hope in an elaborate aviation musical with a South American background, as one of the four pictures he will produce this year. Goldwyn is angling for Dorothy Lamour to portray the feminine lead.

Norma Shearer's next starring vehicle at MGM will be "We Were Dancing," set to go before the cameras early in June.

Evan Evans, Broadway stage juvenile, reports to 20th Century-Fox in a few weeks for his role in "How Green Was My Valley," for which he was recently signed. John Ford will direct.

Paulette Goddard and Susan Hayward have been set as the two feminine leads in Cecil B. De Mille's "Reap the Wild Wind," which goes before the Technicolor cameras early next month.

Alan Baxter has been signed by Warner Bros. to play Jesse James in "Bad Men of Missouri," story of the Younger gang, in which James got his early training. Featured in the film are Dennis Morgan, Wayne Morris, Jane Wyman and Arthur Kennedy.

As a result of his work in "She Knew All the Answers," Columbia has handed John Hubbard a new long-term contract. He was assigned immediately to a featured role in "Our Wife," with Ruth Hussey and Melvyn Douglas.



"The Chief has suggested a new title for this story— all those in favor, and all those opposed, say 'yes.'"

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Third Dimensional Effect Achieved in "Mr. Bug"

Third dimensional movies, still only a dream to Hollywood, will take another long stride toward perfection in the $1,000,000 feature length Technicolor cartoon which Paramount will release this year.

The film is "Mr. Bug Goes to Town," now in production at the Fleischer Studio in Miami, Florida. The long-dreamed-of effect of depth in pictures will be achieved, according to Dave Fleischer, production head of the plant, by further development of three separate processes already exhaustively tested. These processes include use of the already patented set-back camera, extensive use of new type scale-model sets plus elaborately drawn perspective background drawings. These three factors together produce the illusion of depth, Fleischer said.

Columbia's Music Department At New All-Time Peak

The music department at Columbia Studio is not only doing double duty with six musicals on the schedule, but it seems that writers are conspiring against Morris Stoloff and his staff.

Stoloff reported that every picture now in preparation is putting extra burden on his department through introducing musical sequences. One of these is the trumpet tooting of Melvyn Douglas in "Our Wife." Another finds Robert Montgomery mastering the saxophone for "Heaven Can Wait."

In addition, "Girls from Panama" has three musical numbers although the picture definitely is not a musical. "Blondie in Society" finds Penny Singleton singing "Trees" in conjunction with St. Brendan's Choir.

"Wrangler's Roost" Rolls

Producer George Weeks will give the "go" signal to "Wrangler's Roost," newest feature in the "Range Busters" series starring Ray Corrigan, Johnny King and Max Terhune, in a few days. The cast of the Monogram western also includes Gwen Gaze, Forrest Taylor, George Chesebro, Frank Ellis and Jack Holmes. S. Roy Luby directs.

"Forced Landing" Before Cameras

"Forced Landing," second of a series of aviation pictures, went before the cameras a few days ago under the direction of Gordon Wiles. The cast includes Richard Arlen, Eva Gabor, J. Carrol Naish, Evelyn Brent and John Miljan. Bill Thomas is producing with John H. Rogers assisting.

Cummings Set for Next Durbin Pic

Robert Cummings will be Deanna Durbin's leading man in her next assignment for Universal's, "Almost An Angel," which will co-star Charles Laughton. The picture has a June 1 starting date.

Jack Carson in "Navy Blues"

Jack Carson is the latest addition to the cast of "Navy Blues," musical film featuring Ann Sheridan, Jack Oakie, Martha Raye, Jack Haley and Eddie Albert.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

The signing of Barbara Stanwyck and Henry Fonda by Wesley Ruggles to co-star in "The Doctor's Husband," looks like a clever piece of casting when you consider the success of the team in "The Lady Eve." The picture will be Ruggles' next assignment at Columbia.

Over on the Alexander Korda lot we met Julien Duvivier, currently directing Korda's "Illusions," starring Merle Oberon. We spent most of the time gabbing with Hedda Hopper about her new short series, her column and her radio series, to say nothing of her screwy hats. Her latest looked like a corn field . . . blown wild.

On the set of Universal's "In the Navy," we wondered why some of that swell offstage play of Lou Costello's doesn't get into the picture. Lou is just as funny off the screen as on . . . and that's saying plenty.

The Society of Motion Picture Art Directors honored Wilfred Buckland, the industry's first art director with a testimonial dinner last Friday. The hit of the shindig was William Cameron Menzies and a group of ASCAP composers who entertained. It was a perfect evening with a flock of regular fellows.

The legion of Bing Crosby fans will hear Bing sing a dozen old tunes in his new Paramount picture, "Birth of the Blues" . . . and that's something worth hearing. It sounds like a musical history lesson.

After looking at the rushes of the first few days of shooting on "Father Takes a Wife," RKO studio heads are searching for suitable story material for Gloria Swanson, for a second picture . . . which is the kind of news we love to hear. How about giving some of the other "oldtimers" a chance to make good?

RKO Spots Newcomer

Robert Smith, recently signed by RKO, gets a featured role in "Parachute Battalion," currently before the cameras under the direction of Leslie Goodwins. Smith joins a cast which includes Robert Preston, Nancy Kelly, Edmond O'Brien, Harry Carey, Buddy Ebsen and Patric Knowles. Howard Benedict is producing.

Van Upp Scripts "Pan"

Virginia Van Upp gets the scripting assignment at Paramount on "Out of the Frying Pan." She reports immediately to work with the author of the play, Francis Swann.

"Bedfellow" Bought by Republic

"Strange Bedfellow," an original story by Roger Williams, was purchased by Republic and assigned to Producer Robert North, who will assign writers to the screenplay.

Rogell Starts Another

Director Albert Rogell has started shooting on "Rhapsody in Stripes" at Universal with Anne Gwynne and Nat Pendleton heading the cast.



The Personal Touch

Director Anatole Litvak shows George Tobias how the hair should be worn for a scene in Warner Bros.' "The Gentle People."

"Cruise" Set for May 19 Start

William LeBaron, 20th Century-Fox producer, will start actual production on "Caribbean Cruise," starring Betty Grable and Carmen Miranda, on May 19. LeBaron has already dispatched a camera crew to the Bahamas to film background material for the production, which will be photographed in Technicolor.

Casting Starts for "Kings Row"

First cast assignment for "Kings Row," was made when Director Sam Wood picked Ronald Reagan for one of the top male roles. Ann Sheridan is in line for one of the two feminine leads, if her schedule in "Navy Blues" can be cleared in time. Wood is also trying to borrow Tyrone Power from 20th Century-Fox.

Ratoff Tests Reed

Philip Reed is being tested by Gregory Ratoff for an important role in "Tonight Belongs To Us," which he will produce and direct independently for Columbia release. Because of space limitations on the Columbia lot, Ratoff will film his picture at the RKO-Pathe Studio in Culver City.

Technicolor List Hits New High

Technicolor's shooting schedule reached a new high this week with the start of "Belle Starr," making a total of seven features before the cameras. In addition, seven new pictures are in preparation.

MacLane in "Barnacle Bill"

Barton MacLane has been signed by MGM for the heavy lead in "Barnacle Bill," Wallace Beery starrer which Richard Thorpe will direct. MacLane also has an important role in "Wild Geese Calling" at 20th Century-Fox.

Schunzel Starts Tests

Reinhold Schunzel, preparing to direct Sol Lesser's "Strange Victory" for United Artists release, has started making tests of supporting players. Actual production will start as soon as Martha Scott, the star, returns from New York.

HOLLYWOOD STUDIO ROUND-UP

Latest reports from the studios show that nine new pictures were put before the cameras this week:

COLUMBIA

OUR WIFE—Principals: Ruth Hussey, Melvyn Douglas, John Hubbard, Charles Coburn. Producer-Director, John M. Stahl.

SON OF DAVY CROCKETT—Principals: Bill Elliott, Iris Meredith. Director, Lambert Hillyer.

HEAVEN CAN WAIT—Principals: Robert Montgomery, Rita Johnson, Claude Rains. Director, Alexander Hall.

MONOGRAM

WRANGLER'S ROOST—Principals: Ray Corrigan, Max Terhune, John King. Director, S. Roy Luby.

PARAMOUNT

FORCED LANDING—Principals: Richard Arlen, Eva Gabor, J. Carroll Naish. Director, Gordon Wiles.

BIRTH OF THE BLUES—Principals: Bing Crosby, Mary Martin, Brian Donlevy. Director, Victor Schertzinger.

PRODUCERS

PAPER BULLETS — Principals: Joan Woodbury, Jack LaRue, Linda Ware, John Archer. Director, Phil Rosen.

20TH CENTURY-FOX

DANCE HALL—Principals: Cesar Romero, Carole Landis, J. Edward Bromberg. Director, Irving Pichel.

UNIVERSAL

RHAPSODY IN STRIPES — Principals: Anne Gwynne, Nat Pendleton. Director, Albert Rogell.



After a Tough Day's Work

Bud Abbott and Lou Costello, respectively, portraying Smoky and Pomeroy in Universal's "In the Navy."

Short Subject Reviews

The Jungle Archer *(Very Good)*

Col. (2806) World of Sport No. 6 11 mins.

Tex Stone, who makes his living shooting wild and unusual animals with bow and arrows, proves in this subject that he gets what he goes after. Pictured are captures by Tex and his wife of a ferocious javelina and a mountain lion. Narrated by John Martin, the subject is highly interesting, and should hold the attention of any audience.

Abroad at Home *(Interesting)*

Col. (2952) New York Parade No. 2 10 mins.

That many European scenes are duplicated in New York is proven in this subject, which was produced and directed by Edward Dorfman of Harvard University fame. Examples: a Venetian palace turns out to be St. Bartholomew's church; what looks like a "Bastille" is discovered to be the Armory of the 212th Coast Artillery after the roving camera reveals the former Ninth Avenue elevated; "Waterloo Bridge" is none other than the ramp at Grand Central Station. Because of its unusual treatment, the subject is extremely interesting, and maintains the pace set by the first release in this series. The narration is handled by Humorist Harry Hershfield.

Caribbean Sentinel *(Good)*

20th-Fox (1106) Magic Carpet No. 6 10 mins.

This subject shows something of life in Puerto Rico, particularly its agricultural aspects. However the comment is devoted in detail to defense and the island's role as a guardian of the Caribbean, yet the picture shows little of this aspect of the island probably on the grounds of military secrecy. The subject, as a whole, is fairly interesting. It was photographed by Jack Kuhne and supervised by Jack Darrock.

When Knights Were Bold *(Just a Cartoon)*

20th-Fox (1509) Terrytoon No. 9 7 mins.

Because of its exaggerated figures and lack of the finesse displayed by other drawn subjects, this can be rated as just another cartoon. It's filler material and while it won't bore any audience by any means, neither will it be particularly remembered. Paul Terry produced.

Home Guard *(Okay)*

20th-Fox (1558) Terrytoon in Color No. 8 7 mins.

This has a military atmosphere, with all the farm animals in the army. Then the vultures, disguised as airplanes, make an attack but are outwitted by the hero, a goose. It's fair cartoon material, in Technicolor. Paul Terry produced.

Fishing Made Easy *(Fair)*

20th-Fox (1508) Terrytoon No. 8 7 mins.

The cat and pig each go fishing and the fish outwit them both. The lack of realism in the subject may seem to be a rather obvious fault in a cartoon but the more realistic a cartoon is the more enjoyable, in the estimation of most audiences. This is the secret of the success of the Disney and Schlesinger subjects and the reason why this one is labeled "fair."

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning April 26)

CAPITOL—The Goose Goes South (MGM); More Trifles of Importance (MGM) rev. 4-5-41.

CRITERION—The Happiest Man on Earth (MGM) rev. 2-1-41.

GLOBE—The Old Gray Mare (Vita.) reissue; Sky Sailing (Vita.) rev. 4-5-41.

PARAMOUNT—Fishing Fever (Para.) rev. 3-22-41; Eugene the Jeep (Para.) rev. 12-7-40.

RIALTO—Riders of Death Valley, Chapters 5 and 6 (Univ.) rev. 4-12-41.

RIVOLI—Picture People No. 7 (RKO-Pathe) rev. 3-29-41; Timber (RKO-Disney) rev. 3-1-41.

ROXY—The Baby Seal (20th-Fox); Battle of the Atlantic (20th-Fox) rev. 4-19-41.

STRAND—The Cat's Tale (Vita.) rev. 4-5-41; Big Bill Tilden (Vita.); The Seeing Eye Vita.) rev. 4-5-41.

Los Angeles Examiner Benefit *(Fair)*

Rep. (28-4) Meet the Stars No. 3 10 mins.

The entire reel is concerned with various Hollywood stars at a recent benefit show in Los Angeles. Appearing on the rostrum in fairly engaging routines are Butch and Buddy, Mickey Rooney and Judy Garland, Duncan Sisters, Constance Moore, Reginald Gardiner, Milton Berle, Mary Beth Hughes, Buddy Pepper and Lorraine Krueger, Bob Williams and Red Dust (dog), Mary Martin, Andrews Sisters, Abbott & Costello, Arthur Lake and Larry Simms. The subject is only fair when compared to the earlier releases in this series. Harriet Parsons is associate producer. Post the special one-sheet, available from your Republic exchange, listing the many stars who appear.

The Spirit of 1941 *(Fair)*

Col. (2904) Washington Parade No. 4 10 mins.

Dealing as it does with civilians employed in production for the Government's defense program, this subject is timely but somewhat dull. True, it shows what is described as "the greatest mobilization of production the world has ever seen," but this factuality does not make for good audience entertainment. Basil Ruysdael is the narrator. A board whose background consists of headlines on national defense would be appropriate for the lobby or front.

Porky's Preview *(Amusing)*

Vita. (6610) Looney Tune No. 10 7 mins.

Porky stages a preview of his first cartoon, looks to the audience for a rousing reception at the end of the performance, finds only a skunk in the house. Clever animation, good gags make this an amusing cartoon that will please both children and adults. It was produced by Leon Schlesinger.

The Trial of Mr. Wolf *(Very Good)*

Vita. (6717) Merrie Melody No. 17 7 mins.

A satire on the story of Little Red Riding Hood, this Technicolor cartoon has the wolf on the witness stand telling as tall a story of his exploits as ever was fabricated. He puts himself in an innocent light, makes gangsters out of Little Red Riding Hood and her grandfather. At the conclusion of his testimony, he hopes to be run over by a street car if he's lying. A trolley plows through the court room and strikes the wolf. Like other Merrie Melodies, this has the benefit of good cartoon craftsmanship, and will improve the quality of any program. Leon Schlesinger produced.

. . NEWSREEL SYNOPSES . .

(Released Saturday, April 26)

PARAMOUNT (No. 69)—Trackless tank tested in Washington, D. C.; Defense workers get gas mask training; Crew members of scuttled German liner at Fort Stanton, N. M.; Churchill inspects bombed Bristol; R.A.F. speedboats pick up fallen airmen; Children in nursing school near London; Cameraman's report from Singapore.

MOVIETONE (Vol. 23, No. 66)—British troops in Singapore; Air raid defenses tested in New York; Sheep roundup in Washington State; Horse and motorized cavalry in Texas; New tractor at Fort Myer, Va.; Flower fashions; Boxing at Fort Meade; Glider meet in California.

PATHE (Vol. 12, No. 69)—Air raid defenses tested in New York; British troops in Singapore; Australian air force parades in Sydney; Churchill and Winant in bombed Bristol; Rescue boats in English channel; Glider pilots in West Coast soaring meet; Boxing in training camps.

UNIVERSAL (Vol. 13, No. 974)—Air raid defenses tested in New York; Trackless tank tested in Washington, D. C.; Gas mask drill for Navy workers; Boxing in training camps; Rescue boats in English channel; Women's fashions; Kids' basketball; Glider meet in California.

NEWS OF THE DAY (Vol. 12, No. 264)—Churchill inspects bombed Bristol; Singapore alert for war move in the Pacific; Rescue boats in English channel; Air raid defenses tested in New York; Girl swim stars in water ballet at Wakullah Springs, Fla.; Modern Ziegfeld girls seek glamor crown at Arrowhead Springs, Calif.; Army trains troops in mass boxing; Spring jaloppy racing in the West.

(Released Wednesday, April 23)

PARAMOUNT (No. 68)—Windsors at Miami, Fla.; Norwegian royalty saluted by exiled flyers in Canada; Bless bundles for Britain; Apple blossom festival at Wenatchee, Wash.; Tank production at Berwick, Pa.; Moving day at Philadelphia zoo; Deanna Durbin weds; British fight on in Africa; Forest fires ravage east coast.

MOVIETONE (Vol. 23, No. 65)—Forest fires ravage east coast; Earthquake razes Mexican city; Windsors at Miami, Fla.; Duty separates Capt. Roosevelt from bride; Deanna Durbin weds; Tank production at Berwick, Pa.; "Judo" training at Ft. Sam Houston, Texas; Apple blossom festival at Wenatchee, Wash. (Seattle only); Tulip festival at Washington, N. C. (Charlotte only); Leslie Pawson wins Boston marathon; Porter's Cap wins Chesapeake Stakes; Ice-capade in Hollywood (except Seattle and Charlotte).

NEWS OF THE DAY (Vol. 12, No. 263)—Forest fires sweep east; Tank production at Berwick, Pa.; Passenger-ship production at Pascagoula, Miss.; Deanna Durbin weds; Apple blossom festival at Wenatchee, Wash. (Seattle only); Earthquake razes Mexican city; Winton wins steeplechase at Hereford, Md.; Washington wins Pacific rowing title; Kansas relays (Kansas City and St. Louis only); Boys' Club boxing bout.

PATHE (Vol. 12, No. 68)—Forest fires ravage southern New Jersey; Tank production at Berwick, Pa.; U. S. fleet visits Sydney, Australia; Earthquake razes Mexican city; Deanna Durbin weds; Byrd expedition homeward bound; British troops continue East African offensive; Washington wins Pacific rowing title; Winton wins steeplechase at Hereford, Md. (except New York, Portland and Seattle); Lebanon Hospital cornerstone laid (New York only); Apple blossom festival at Wenatchee, Wash. (Portland and Seattle only).

UNIVERSAL (Vol. 13, No. 973)—Earthquake razes Mexican city; Forest fires in New Jersey and Massachusetts; Deanna Durbin weds; All-welded ships being built at Pascagoula, Miss.; Tank production at Berwick, Pa.; Leslie Pawson wins Boston marathon; Silent Witness wins Fifth Race at Jamaica; Boys' Club boxing bout; Apple blossom festival at Wenatchee, Wash.

STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

AT LONG LAST!

LOTS of water has gone over the dam, much valuable time wasted, since the day long ago when it became apparent to everybody in picture business that there was a distinct and urgent need for an annual exposition of theatre equipment at some one place where the real heads of the theatre industry could see what the manufacturers of apparatus for theatres had to offer.

Now, at long last, this publication believes the answer has been found to the problem of picking a suitable occasion for the exposition of equipment under conditions that will benefit theatremen and make profitable to manufacturers the expense involved in displaying their wares and services.

The time and place, you probably have guessed by this time, is the annual convention of the Variety Clubs of America. That the annual convention of this most representative of all industry gatherings is a "natural" has already proved itself. At Dallas, last year, the relatively few equipment concerns which asked the Variety Clubs of America to sell them exposition space in the lobby of the Adolphus Hotel, realized results far beyond their fondest hopes. And why? Simply because the theatremen who attend a Variety Clubs of America convention are the far-sighted, progressive, live-and-help-others-live businessmen who can be sold a good idea. Equipment which has no real value to the theatremen does not belong at such an exposition. The place for the "angle" type of selling is not at a gathering of the type of showmen who are active in The Variety Club movement.

Here, then, is the ideal beginning of what promises to be a progressively important annual equipment show.

The next annual convention of The Variety Clubs of America is just a few days ahead. This publication whole-heartedly endorses the idea of the equipment exposition at the Atlantic City convention, May 15, 16, 17. That should mean something! Because this publication has been subject to much criticism by organizations for its uncompromising, outspoken criticism of the "racket" that has been run at many a convention under the guise of staging "expositions" at which manufacturers and dealers paid exorbitant prices for display space which was completely neglected by the visiting few theatremen at the so-called conventions.

To the equipment manufacturers we say: give serious heed to the forthcoming Atlantic City convention of the Variety Clubs of America as a place for displaying your wares. There is no need our urging the theatremen who will attend that convention to investigate new equipment. Variety members are the type of theatremen who are on their toes—they're not passing up any opportunity to investigate the ways, means or merchandise that will make their theatres more efficient, profitable, or inviting.

THE PRESSURE IS OFF THE *Popliteal* *

thanks to AMERICAN SEATING'S revolutionary new development

Feather Foam Front

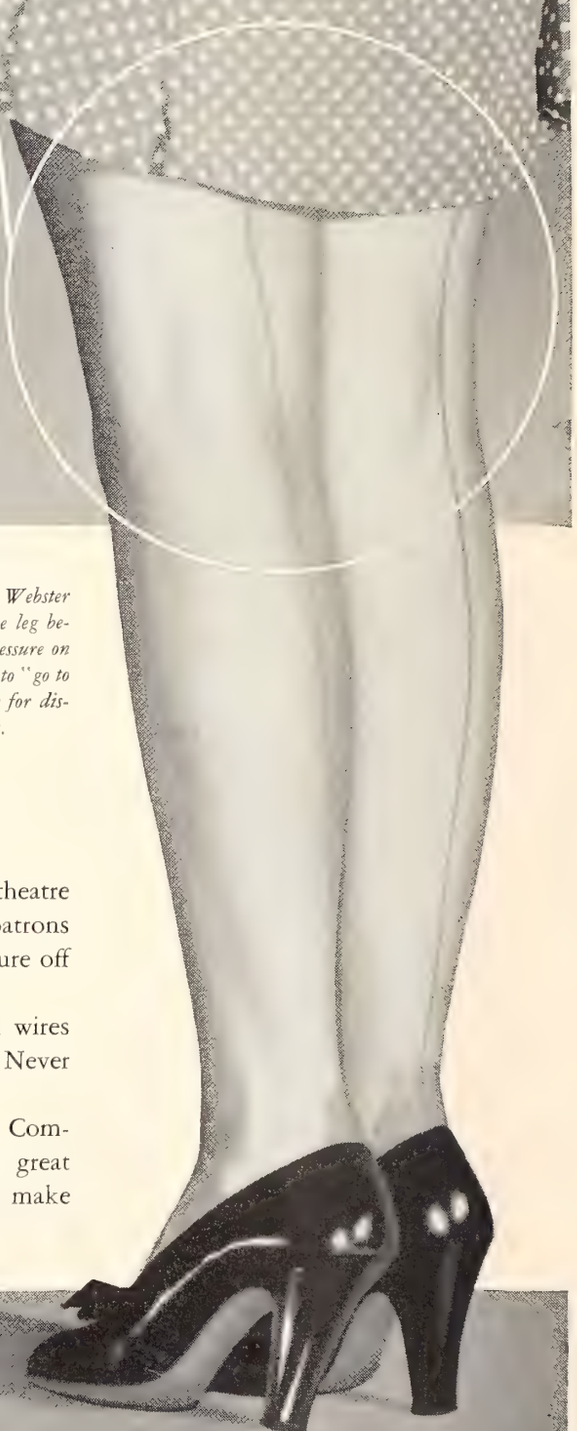


* *Popliteal—according to Webster—"the back part of the leg behind the knee joint." Pressure on the Popliteal causes legs to "go to sleep" and is responsible for discomfort and nervousness.*

WITH the development of *Feather Foam Front* a new era in theatre seat comfort is ushered in! Now legs won't go to sleep, patrons won't get restless—because *Feather Foam Front* takes the pressure off the Popliteal!

This has been achieved through elimination of hard steel wires and rolled or packed stuffing across the front edge of the seat. Never was a theatre chair so comfortable before!

Feather Foam Front is now available on American Bodiform, Commodore, Zephyr and Zenith chairs—*at no extra* cost! This great feature plus new color schemes and streamlined designs make *American* chairs even greater buys than ever. See them!



American Seating Company

GRAND RAPIDS MICHIGAN

Manufacturers of Theatre, School, Auditorium, Stadium and Transportation Seating

DON'T Get Caught Short of Equipment!

Danger Looms for Showmen Who Fail to Provide Against Limited Supplies; Here are Items to Be Checked NOW!

That the government's defense requirements will definitely conflict with ordinary maintenance needs of the motion picture theatre has been placed beyond question by the publication of the official priority lists. The nature of some of the more important conflicts will be discussed in some detail below. These conflicts do not cover all theatre materials and supplies, but only some. In general terms, they fall into two classes. Either the manufacturer of theatre appliances may not be able to get raw materials (for theatre purposes) or he may be so busy on government rush work that he will have to let theatre orders wait.

The showman, therefore, is faced with a double threat; some appliances may be unavailable entirely and others only after long delay during which his theatre may have to close down.

The priorities lists show only those materials which are subject to limitations *at present.* Others may be added in the future. The lists do not indicate which manufacturers of theatre supplies are likely to become very busy with government work. As to these last two points, some general information is to be had.

On the basis of publicly available information it is possible to indicate in a moderately accurate way just what parts of the showman's mechanical necessities are most likely to be affected—in other words, which types of equipment most need attention now, and which spares and repair items it is most important to stock up on now.

Canvass the Situation

In this brief summary of the situation the effect of priorities in materials will be considered first, and will be followed by a resume of possible conflicts in manufacturing facilities.

As to materials, there is, of course, aluminum. There is no practicable substitute for aluminum in the electrolytic condensers of the sound amplifier. Magnesium, which possibly could be used, is also on the list. Those condensers sometimes break down, and stop the show when they do. **BUY SPARES NOW.**

Brass and bronze are on the list. Gears in the projector or soundhead are in some cases made of brass or bronze. Gears wear. **BUY SPARES NOW.**

Brass or bronze bearings or sleeves are used in some motor-generators, and in some large motors associated with air conditioning and ventilating equipment. In the case of any such motor or generator which is moderately old, and likely to need new bearings urgently during the course of the emergency, **BUY A SET OF SPARES.**

Rubber and rubbber-like synthetics are on the list. If your theatre amplifier has any of its parts cushioned in rubber, if there are rubber couplings in the drive of your phonograph turntable, or if you use rubber anywhere else about the theatre where it is indispensable and irreplaceable, stock replacements now. There may be rubber cushioning inside the phonograph pickup. If so, **STOCK A SPARE PICKUP.**

Magnesium is on the list. If you use the copper-magnesium type of rectifiers, **STOCK A SPARE RECTIFYING UNIT OR TWO.**

The Priorities Division of the Office of Production Management also lists eights types of specially hard steels. It is not easy for the showman to determine whether any of the wearable, replaceable parts in his projector is made of one of those restricted steels. But it is easy to stock spare sprockets, etc., now instead of waiting until those in the projector have completely worn out. The same is true of wearable parts in the arc lamphouse.

Lists Subject to Change

Among materials not on the published lists at this writing, but which by public knowledge may possibly be added later, are mercury (used in rectifier tubes) and some comparatively rare metals of high melting point that are used in many types of tubes. Tubes, being made in large quantities for non-theatrical purposes, doubtless will remain available, but their quality may suffer if substitute metals have to be employed in their construction; while tubes using mercury may become scarce, and obtainable only after considerable delay. A fair stock of spare mercury-vapor tubes (if used) should be laid in now. And enough spares of other types to assure that, if the theatre industry does lose sound quality because tubes have become inferior during the emergency, *your* theatre will not be the first in the neighborhood to suffer.

The priorities list includes all lenses that require grinding, eyeglasses alone excepted. Therefore the projection lens, the arc condenser, and the lenses in the soundhead, are not excepted. There is, naturally, no shortage of glass as such, but a decided shortage exists in glass grinding facilities. If the arc lamp condenser cracks, if the balsam cement in the projection lens loosens, if the soundhead lens system loses the accuracy of its focus, the theatre *may* be able to get replacements soon. And may not. **SPARES SHOULD BE STOCKED.**

Magnifying mirrors are on the list. Such mirrors are used in the majority of theatre lamphouses—and they become pitted occasionally and must be replaced. Buy and stock replacements now. Again, this, of course, is a matter of manufacturing facilities.

Sound equipment of non-theatrical types is listed. If you have an amplifier that is going to need replacing "pretty soon"—why not **PLAY SAFE AND REPLACE IT NOW?** Later, the manufacturer may be very busy turning out non-theatrical types.

Factory Facilities Taxed

Other items on the list which seem at first glance to have no apparent connection with the theatre nevertheless may be connected in ways not open to public view. A projector factory, for example, is a machine shop, and a very fine one, capable of working to tolerances of 1/10,000 inch. Such tolerances are used in parts of airplane motors and in firearms. If you are going to have to replace your projectors, or **HAVE THEM FACTORY-OVERHAULED, "SOON"—WHY NOT NOW?**

In general, and in addition to these detailed considerations, it would obviously be advisable to go over all of the theatres' indispensable working equipment, with an eye to what is likely to be needed in the next year or two. How far future shortages are going to extend beyond the matters mentioned above, no one can say surely. Some very common items are listed—ordinary fire extinguishers, for example. The theatre has those, of course, but the detail might be kept in mind by showmen planning a new theatre. Almost anything may prove difficult to buy, or obtainable only after long delay, or obtainable only in inferior quality. Your show may suffer, or your house might have to close down a while till some order is filled.

Now Is Time to Act

Therefore if any important equipment item is in pretty poor condition, or nearly obsolete, replace it now if possible. If any item is going to need overhauling soon, overhaul it now. Inventory all spares of every nature, and be more than usually generous in ordering replenishments.

And in addition to these general precautions, pay exceptional attention to the items here mentioned, which in one way or another are already in conflict with government priorities.



A. E. Meyer (left), general sales manager of the International Projector Corp., Paul E. Kline, manager of the Panama Canal Clubhouses and P. A. McGuire, IPC advertising manager, discuss plans for three new clubhouses to be added to the eleven now operating under Kline's direction.

Cut Out the Causes of Theatre Accidents

Inadequate Lighting Cause of Large Percentage of Mishaps; Carpet Repairs Cut Hazard

Darkness surrounding the screen is, of course, essential to the good projection of pictures, but that same darkness is the cause of many accidents in theatres. It takes a few minutes for any patron to accustom himself to darkness after having come from bright sunlight or artificial outdoor lighting. The average person having paid his money to see a picture, does not want to waste time, and so does not allow his eyes to become accustomed to darkness. Therefore, he goes his way, eyes on the screen, to his seat and often barks his shins or suffers a more serious injury, which at first blush may seem to be his own fault but on second thought and in law, (which is important) is not his responsibility.

Patron in Strange Surroundings

You, yourself, are as familiar with the inside of your theatre as you are with your own home. You don't need light to see your way around. You know how wide the aisles are, where they end, where every seat is. The average patron doesn't.

You cannot be constantly at the side of a patron warning him or her to use care in descending a stairway or aisle. Signs cannot be read in the darkness of a theatre and, too often, a view of them would be obstructed. So every possible danger spot must be adequately lighted. Light coming from the screen, unless provision has been made for this in the design of your auditorium, is not sufficient to provide illumination for entering patrons. Of course, too much light in the auditorium would interfere with projection. However, if the problem seems difficult, call in a lighting expert, either from the company which furnishes light and power or from an outside concern. Ushers with flashlights can escort most patrons to their seats, but they cannot accompany each person on his way out.



Good visibility plus durability are the safety and economy factors which have induced many theatres to install rubber stair tread nosing. Pictured above is one of the balcony stairways of the Roxy Theatre, New York City, which recently installed the "Lawrich" stair nosing. Installation was by the Lawrich Sales Company of New York. Installation was made without removing the carpet. The nosing can be used with all types of resilient coverings.

Poor lighting is therefore a major cause of accident and one which must be carefully guarded against. Tied up with this are a number of other hazards which may exist in a theatre, coupled with habits of patrons which together will account for 90 per cent of all accidents. Here is a list of the prevailing causes of accidents:

Torn and badly worn carpeting, rubber matting or linoleum.

Loose carpets on stairways.

Insufficient and improper lighting on stairways and in aisles.

Wet surfaces on marble and tile floors.

Foreign substances on stairways and aisles.

Slippery sidewalks.

Insecure signs and display frames.

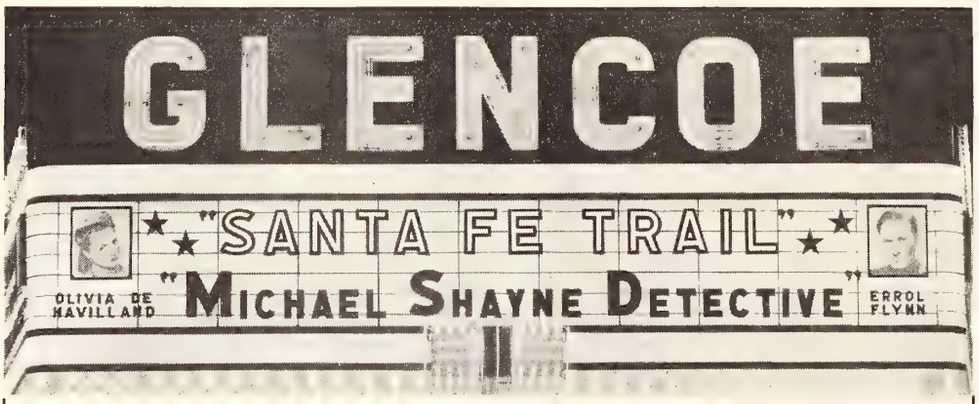
Splinters, protruding screws and nails on seats.

Steep descents in unlighted aisles.

Costly Accidents Worth Avoiding

Torn, worn or defective carpeting, linoleum or rubber matting are the causes of many other accidents. You cannot ordain that women should not wear high heels. And it is women wearing high heels who account for a great number of accidents of this kind. Their balance is easily upset, the heels catch in the torn carpeting and sometimes break off and women have been known to tumble down a full flight of stairs as a result. Courts have found that wearing high heels is an accepted custom and that contributory negligence cannot be claimed on this ground. Therefore every bit of carpeting, linoleum or rubber matting must be perfect and without rough edges. Carpeting must be firmly tacked down in all corners and must not be loose in any place, especially in the seams where it must be sewed tightly if worn.

Men wearing rubber heels are often the victims of disastrous accidents on marble and tile



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Check These Sources of Costly Mishaps

floors. To avoid this danger, clean smooth surfaces of this kind with a detergent instead of soap, and mop it dry. When the weather is wet, put plain-surfaced rubber matting in the lobby so that no moisture will be tracked on the smooth floors and there will be no chance for such accidents to occur.

Foreign substances on stairways and aisles are another cause of accidents. Nothing must be placed or stored in an aisle or on stairways. Maintenance men, when changing signs, have been known to leave ladders on stairways or in aisles, while patrons are in the house. Sometimes, they have left signs to be replaced or those which have already been replaced in the way of patrons. And that is another frequent cause of accidents.

Slippery sidewalks are a hazard in any line of business. The owner of premises abutting on a sidewalk is required by law to keep the walk clear of snow and ice at all times. Laws are quite specific on this point and many a theatre has had to pay judgments in damage suits because passing pedestrians, whether or not patrons of the theatre, had fallen on a slippery sidewalk.

Insecure signs and display frames have also caused many accidents. They have dropped on patrons' heads, or fallen against people waiting or passing through the lobby. A ruling by New York City authorities a few years ago forbade any signs atop a marquee because of an accident, resulting from the fall of a sign.

While splinters, protruding screws and nails on seats may seem to be minor hazards, and frequently the damage is no more than a torn stocking or trousers, it is well to avoid even this slight inconvenience to patrons, for we know of one cut finger resulting from such a protrusion, which it was later claimed developed blood poisoning.

Most theatres' aisles slope down toward the screen. Sometimes the aisle has an equal grade of ascent or descent throughout its length, and sometimes, the grade varies sharply from nothing in the front to eight per cent in the back. Patrons coming in from bright sunlight do not observe this slope, since their eyes are on the screen and they assume that there is a straight line available between them and the screen. Once again, women with high heels are the chief victims of falls in aisles of this kind. To guard against this, adequate lighting is the only protection. Seats in many installations are equipped with aisle lights to furnish the proper protection against mishaps of this kind.

The average patron is oblivious of lights around him, once he is seated and watching the picture. Lights which are installed in the auditorium should be of the indirect type, or so shaded as to cast a glow over the areas to be illuminated without allowing direct beams of illumination to dazzle the sight of seated patrons.

Carpets treated with luminescent material have recently been put on the market as have stair treads of the same type. To make their use even more effective, move the carpet either up or down dropping worn tread into the rise of the step. Old carpet can thus be used with safety. Nailing down and replacing brass treads will also avoid accidents. Be sure in doing so that the treads are level with the steps and that there is no protrusion to catch a heel.

There's an old adage, so time worn it is hardly used any more, but its import certainly applies to carpet seams: "A stitch in time saves nine." For a stitch in time will save lots more than nine stitches.

INJURED PATRON COLLECTS

Courting the Law

BY HERMAN N. RABINOWITZ, L.L.B.
MEMBER OF THE NEW YORK BAR

Loew's recently was ordered by the Appellate Term of the Municipal Court of New York to pay damages as a result of a hole in the permanent rubber matting of the outer lobby of a theatre in which a woman caught her heel and fell. The matting which was sectioned off in brass strips, was defective at the place where she fell, leaving just the trim and a hole about two inches wide by an inch and a half deep.

The Court found that the accident was caused by a structural condition on the premises and accordingly the plaintiff did not have to prove that the theatre had actual or constructive notice of the defect. The Court went on to distinguish the types of cases where notice to the theatre of the defect is necessary. It held that the plaintiff established her case by showing the structural defect and did not have to prove notice to the theatre. Furthermore, the defect was in the outer lobby, and the defendant was in no way restricted to inspect and repair as in a case where a defective seat is occupied by a patron and there is no opportunity to do so.



College Auditoriums Models of Comfort

Educational Institutions Take Cue From Modern Theatre; Indiana University Example of Progress in Comfort Factor



The main auditorium of the Indiana Hall of Music Auditorium, at top, furnishes another example of the influence on these private institutional theatres of the motion picture theatre in matters of design and audience appeal. Seats are provided for 3,788 persons in this immense room—which measures 140 feet wide, 176 feet long, and 54 feet high. The American Seating Company worked closely with the architects in providing seating to care for maximum crowds. The Little Theatre, pictured in the lower photograph, is a companion auditorium at the Indiana University. This theatre seats 400 persons, and the chairs are the American Seating Zephyr models with padded backs which are used in the balcony of the main auditorium. Main floor chairs of the latter are also the American Zephyr models with special spring-backs.

Motion picture theatres have taught the schools and colleges of America a profitable lesson about the value of audience appeal in both beauty and comfort features.

The returns on the investment in school and college auditoriums are measured in terms of attendance at the auditorium activities as truly as the admission fees charged for theatre attendance are the measure of the returns for the investment in a theatre.

As a result many of these campus buildings rival the finest theatres and auditoriums when it comes to making things attractive and comfortable for audiences. An outstanding example is the recently completed Hall of Music auditorium and the Little Theatre at Indiana University.

The auditorium proper, which is one of several rooms in this beautiful modernized collegiate Gothic structure, is unique in that through use of a huge mechanically operated, acoustically-treated velour curtain it can be arranged to accommodate three types of audiences—small crowds for plays and productions of an intimate character, audiences up to 2,500 for more elaborate theatrical and musical productions and finally 3,798 seating capacity for student assemblies, symphony concerts and lectures.

Lighting a Notable Feature

Size of the auditorium is 140 feet wide, 176 feet long and 54 feet high. The principal lighting is completely indirect and is arranged so that a combination of effects can be obtained by the use of different colors in the ceiling surfaces. All the lights in the building can be controlled from a single portable control board. The orchestra pit is unusually large and is arranged with a lifting platform adaptable for varying positions of the orchestra in addition to use for enlarging the stage.

The seating for the auditorium proper and for the Little Theatre which is a separate part of the building, was chosen from the standpoint of both comfort and beauty. With the advice and assistance of seating experts from the American Seating Company, chairs that complement the design and decorative motif of the building were selected. On the main floor of the auditorium, special spring-back American Zephyr chairs are used. These same chairs with padded backs are used for the balcony of the auditorium and for the Little Theatre. All the chairs have Nukraft decking on seats. Enamel on the metal parts of the chairs is brown and the mohair upholstery is green.

The over-all dimensions of the building are 332 feet long and 160 feet wide. It contains in excess of three million cubic feet and in addition to the auditorium proper and the Little Theatre, it houses the University's division of speech with space for offices and classrooms, work-rooms for designing scenery and costumes, a band practice room and a storage room for the band instruments. Thus the building is in use much more often than it would have been had only the auditorium room been provided. There are also radio broadcasting facilities in the building with the central control booth providing a view of the broadcasting studio and the stages of both the Auditorium and Little Theatre.

A. M. Stauss, Fort Wayne, Ind., was the architect for the building, and Eggers and Higgins, New York City, associate architects.

It Pays Showmen to Figure Ways of Keeping Staff Uniforms Up to Snuff

At any season of the year, there's a detail of more importance to theatre success and prestige than, apparently, many theatremen seem to realize. That detail is the appearance of the house staff.

Too often, the personnel of the theatre is garbed in uniforms that are all too revealing of the fact that the clothing is nearing the end of its second, third or even fourth year.

Another thing, when the uniforms begin to show wear the more they will show shortcomings in the matter of fit, and the staff members who have hand-me-downs look just that much more conspicuous. It is also worth taking note of the fact that an increasing number of men are appearing in Army and Navy uniforms these days, resulting in a heightened critical consciousness of the appearance of anybody wearing a uniform of whatever sort or significance.

A good cleaning and pressing, and, where the fit isn't too good for the new inhabitant of some outfit which was used the previous season by another, some alteration would be a good investment.

Choosing New Uniforms

Possibly new uniforms are needed—and if they are there's no successful way to avoid the job of choosing and paying for such needed equipment. But no matter how the desired effect of neatness for the house staff is accomplished, the job of having a smart personnel to serve patrons of the theatre doesn't end with issuing uniforms and then letting things take care of themselves. There's always the necessity of seeing to it that the uniforms are kept in good condition. If they are not well cared for, no matter how smartly cut and beautiful, the uniforms soon will have that hand-me-down appearance.

Some theatres furnish the staff with uniforms and then insist that the employes keep the outfits in perfect condition. This system will work all right if the staff is paid wages that will permit them to have the uniforms cleaned periodically and pressed often—if they do not press them themselves.

As for some theatres where there are boys on the floor without any uniform, this is perhaps one of the most costly ways to "economize" any theatreman could contrive. If it's a theatre that's being run, it most certainly must be run with at least an outward appearance of being a professional theatre, and that means the usher or doorman, or combination of the two if such is the practice, should be uniformed, because there's probably nobody anywhere who does not regard uniformed attendants to be one of the earmarks of a theatre.

At this season of the year, it behooves the exhibitor to think of a change of uniform even though the staff may still be wearing comparatively new outfits. Summer and its attendant warm weather is close at hand and theatre attendants garbed in woolens of dark hue are not prone to make a prospective patron feel comfortable, especially should he see that the usher or doorman is obviously too warm. So this is a good time to think of changing the hue and material of your staff's uniforms. Act on it soon so that the first spell of warm weather will find your attendants equipped properly.

As to the types of uniform to select for the staff, this is something upon which the advice of some organization specializing in uniform making should be consulted. The very military and highly formal dress which looks so in place at the palatial type of theatre, certainly looks entirely out of place in a less formal smaller theatre, even in a downtown metropolitan location, as well as at the neighborhood or residential section theatre. The style as well as the kind which suits the situation and the budget can be obtained. The best way to obtain that result is to get in touch with some one of the many well established firms which specialize in making uniforms.

Oscar Chiniquy Back With National Theatre Co.

Oscar L. Chiniquy, another old-timer, has returned to the Los Angeles Branch of National Theatre Supply Company.

Chiniquy, who was appointed by Lloyd Ownbey, NTS Los Angeles manager to cover all the Southern territory, was with National in the same territory from 1927 to 1933. He has been working in the same area since 1933 as the head of his own ventilating and cooling equipment business.

In announcing the appointment, Ownbey said that Chiniquy "is one of the best informed equipment men in this territory."

Chiniquy is now making the rounds of his territory, representing Simplex projection and sound and the complete equipment line of National Theatre.



You're bound to have a guilty conscience and an anemic box office until you give your patrons high intensity projection. Get right with the world, see your Independent Theatre Supply Dealer about Strong Utility One-Kilowatt Arc Lamps. The Strong Electric Corp., 2501 Lagrange St., Toledo, Ohio.

Twenty Papers Listed For SMPE Spring Convention in Rochester

The SMPE Spring Convention scheduled for May 5-8 at Rochester, N. Y. will hear discussions and papers on 44 different topics, it is announced by the Papers Committee. S. Harris, chairman of the Papers Committee, states that the papers presented at the convention constitute the bulk of the material to be published in the Journal.

Papers Cover Many Subjects

Following is a full list of the papers to be presented:

Five new models of 16 mm. sound Kodascopes; W. E. Merriman, Eastman Kodak Co.

Air conditioning safety device for theatres by E. R. Morin, Connecticut State Police.

Some properties of polished glass surfaces by F. Jones, Bausch & Lomb Optical Co.

Improvements in methods of surface treatment of lenses by W. C. Miller, Vard Mechanical Laboratories.

New and old aspects of the origins of 96-cycle distortion by J. O. Baker and R. O. Drew, RCA Manufacturing Corp.

An all-purpose sound track printer by G. M. Best of Warner Bros. Studio.

Some equipment problems of the direct 16 mm. producer by Loyd Thompson of The Calvin Co.

Some recent advances in the photographic process by C. E. K. Mees, Eastman Kodak Co.

The stereophonic sound-film system-general principles by Harvey Fletcher and E. C. of the Bell Telephone Laboratories.

Mechanical and optical equipment of the stereophonic sound-film system by E. C. Wente, R. Biddulph, L. A. Elmer and A. B. Anderson of the Bell Telephone Laboratories.

The stereophonic sound-film system-theory and performance of compandor systems by Harvey Fletcher and W. B. Snow of the Bell Telephone Laboratories.

The stereophonic sound-film system-pre- and post equalization of compandor systems by J. C. Steinberg of the Bell Telephone Laboratories.

Electrical equipment for the stereophonic sound-film system by W. B. Snow and A. R. Soffel of the Bell Telephone Laboratories.

A light-valve for the stereophonic sound-film system by E. C. Wente and R. Biddulph of the Bell Telephone Laboratories.

Internally damped rollers by E. C. Wente and A. H. Muller of the Bell Telephone Laboratories.

A non-clinching film rewind machine by L. A. Elmer of the Bell Telephone Laboratories.

The subjective sharpness of simulated television images by M. W. Baldwin of the Bell Telephone Laboratories.

Development and current uses of the acoustic envelope by H. Burris-Meyer of the Stevens Institute of Technology.

Notes on the mechanism of disk recording and playback by O. Kornei of The Brush Development Co.

Analytic treatment of tracking error and notes on optimal pick-up design by H. G. Baerwald of the Brush Development Co.

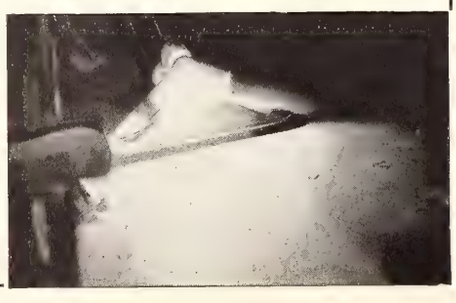
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Odeon Chain's Vogue Opens In Vancouver

The new Vogue Theatre in Vancouver, B. C., opened this month. It is the ace house of the new Odeon Theatres Circuit of Canada, which has already purchased five Vancouver houses, has taken over six more in the suburbs and made arrangements to lease two which are shortly to be constructed.

The Vogue is the finest theatre on the Canadian West Coast and boasts a fully equipped stage. An unusual feature is a terazzo sidewalk in front.

New additions to the circuit include the Varsity, constructed a year ago by A. A. Wasel, new manager for the chain being Allen Mitchell, of Edmonton, Alta.; the Rio, purchased from A. Calladine; the Fraser, A. Young, former owner; the Kingsway, Dan Sutherland, former owner, and Jerry Sutherland managing for the chain; the Nova, purchased from Mrs. A. W. Field, and the Olympia, from Thomas Shiels. The majority of these theatres were constructed during the past three years and are all modern. The two houses which will shortly be in construction are the Circle, a 1,000-seater at Kingsway and Knight Road, being built by Dan Sutherland and the Park, being erected by a syndicate at 18th Ave. and Cambie St., to seat 750.

Novelty Scenic Studios Decorate Four New Theatres

Novelty Scenic Supply Co., New York, decorators who have specialized in theatre decoration for many years, designed and executed the decoration of four theatres which have been hailed as outstanding examples of recently opened picture houses.

The theatres are the Apollo, Buffalo, in which murals, wall coverings, draperies and stage equipment were entirely handled by Novelty Scenic; the Colonial Theatre, Elmira, N. Y.; the New Embassy, Atlantic City, N. J., and the Windsor Theatre, Baltimore, Md.

Kisco Offers New Model in Air Circulator for Theatres

A new model air circulating unit for theatre cooling has been announced by the Kisco Company, St. Louis. The latest introduction from the company is known as the "Majestic," and the company states it was created in response to a demand for a cooling unit of distinctive appearance.



Recirculator Patented

The Majestic unit is housed in a cabinet finished in satin-silver. Sponsors of the device declare that it delivers powerful currents of air outward and downward over wide areas. The principle employed is the air recirculator system which has been patented by the Kisco Company.

The new model, illustrated here, is said to provide many refinements over the previously available circulators of this type, in the manufacture of which the Kisco Company has long specialized. However, it is in the matter of modern design and eye-appeal, that great stress is laid in the announcement of the Majestic.



New Theatre Construction

Long Beach, Cal.—Mrs. Rose Carson Heedwohl proposes to erect a 750-seat, $50,000 theatre here.

Fulton, N. Y.—The State Theatre will be rebuilt at a cost of about $25,000, Otto Kammer, manager, has announced.

Cuba, N. Y.—The Martina Circuit has started construction of its new Cuba Theatre here. It is expected to be in operation by June 10.

Houston, Tex.—R. Z. Glass is building a $50,000 neighborhood theatre at 5913 Washington Avenue, which will be air-conditioned and seat 800 persons.

Bainbridge, N. Y.—The Town Hall in this community will be converted into a motion picture theatre.

Berkley, Mich.—Work has started on a 726-seat theatre at Coolidge Highway and Twelve Mile Road. It will be operated by Jeff Williams. Construction cost is estimated at $25,000, excluding equipment and air-conditioning.

Americus, Ga.—Martin Theatres of Columbus, plans to construct a 1,500 seat theatre here. The proposed theatre will be equipped for stage presentations.

Little Rock, Ark. — Plans for complete modernization of the Arkansas Theatre have been announced by the Robb and Rowley Circuit. The revamped theatre, when completed, will seat 1,360. It will be air-conditioned. The third floor will house the home office of the circuit.

Biloxi, Miss.—Vincent Cvitanich has announced that a 650-seat theatre, to cost about $15,000, would be erected here.

Garden City, L. I.—Having been granted a building permit by the Zoning Board of Appeals of this community, the Calderone Circuit is expected to proceed with plans to erect an 800-seat theatre here.

Falmouth, Mass.—The Elizabeth Theatre, Inc., has been granted permission to erect a summer theatre on Scranton Avenue to be operated by the M & P Circuit. The projected house will seat 600 and be named the Falmouth.

Wilkes Barre, Pa.—A theatre seating 1,000 and costing about $62,000 will be erected here.

Newton Falls, O.—The Manos Amusement Co. of Toronto, Ont., announces plans to construct a $65,000 theatre building on Broad Street, here. The new theatre will seat 800.

Oakland, Cal.—A new theatre seating 720 and costing $65,000 is planned for the Orinda district, here. A large parking field will adjoin the theatre.

Anniston, Ala.—Alabama Theatres, Inc., has announced plans for the modernization of the old Globe Theatre, closed since World War I.

Fort Sam Houston, Tex.—Construction of a movie theatre here has been announced by the War Department. The theatre, to be constructed of wood, will seat 1,038.

Fort Benjamin Harrison, Ind.—A fourth theatre is planned for this army post. It will be one of the 36 new motion picture houses to be constructed at an estimated cost of $1,500,000 at 29 army posts and camps in 20 states.

Chateaugay, N. Y.—Bids for a new Town Hall, here, to replace the one destroyed by fire last fall, have been requested by the Town Board. The proposed hall would include a motion picture theatre. Estimated cost is $58,000.

Durand, Wisc.—The local City Council has approved plans to spend $40,000 for the reconstruction of the city auditorium to include an up-to-date theatre. The latter would seat 500.

Houston, Tex.—Interstate Circuit, Inc., has announced plans for the construction for the fifth new theatre in this city. The newest addition is to cost about $60,000 and will be located at Quitman and Fulton Streets. It will seat 900.

Moultrie, Ga.—C. H. Powell and associates have announced plans for the erection of a $100,000, 1,400-seat theatre on a site 75x150 on First Avenue West.

Tulsa, Okla.—Ray Parks, realtor, has announced that a theatre would be built in Dawson, a suburb.

Charlotte, N. C.—T. A. Little and A. B. Craver will construct a $50,000, 600-seat theatre, here, on Central Avenue.

Wheaton, Ill.—Extensive alterations estimated at $50,000 will convert the Paramount Theatre here into a modern movie theatre, George T. Valos, the new operator, has announced. When completed, the theatre will be known as the Wheaton.

Athens, Ga.—Lucas & Jenkins have announced plans to construct a theatre seating between 800 and 900, here. The theatre will be named "The Rex" and is expected to open in June.

Martinsburg, W. Va.—Herman H. Hable, president of Hable Theaters, Inc., has announced plans for the construction of a theatre in this city to seat from 750 to 1,000. Hable also disclosed that he contemplated building a new theatre in Winchester, Va.

Fort Bliss, Tex.—Work has been started on a new 1,200-seat motion picture theatre in the First Cavalry Division area.

Trenton, N. J. — American Community Theatres Corp., of which Walter Reade is president, has broken ground for a 1,000-seat Colonial type theatre to cost $150,000. Upon completion of this project, the same group will erect another theatre in Hamilton Township, just outside the Trenton city limits.

Omaha, Neb. — R. D. Goldberg Enterprises, operating seven theatres, here, has

(*Continued on Next Page*)



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NATIONAL THEATRE SUPPLY COMPANY

New Theatre Construction

(*Continued from Preceding Page*)

announced plans for an amusement center, the major unit of which, will be a theatre seating 950. Cost of the project is estimated at several hundred thousand dollars. Work is expected to start in August.

Fallon, Nev.—The Walter Hull Circuit will operate the new theatre being constructed here on Maine Street. Estimated cost of the building is $17,000. It will seat 350.

Sheboygan, Wisc.—The Majestic Theatre here, is undergoing the first major renovation in 30 years. The house will be completely modernized inside and outside. Air-conditioning will be installed.

Randolph, Wisc.—Emil Biljan of Milwaukee will erect a 400-seat theatre on property he recently purchased from A. W. Werner.

Moline, Ill.—The Tri-States Theatres Corp. is proceeding with plans to remodel the old Fifth Avenue bank building, here, into a motion picture theatre seating 800.

Rockwell, N. C.—J. W. Mitchell is to operate a motion picture theatre being erected on Main Street by C. A. Bost. The house will seat 400 and be named the "Rockwell."

Rochester, N. Y.—Work has started on the $200,000 theatre project at Twelve Corners in Brighton, near here, which will be operated by the Philip Smith Theatrical Enterprises of Boston.

Sacramento, Cal.—About $150,000 will be spent in converting the Del Rio Hotel Building into a modern motion picture playhouse seating 750, according to executives of the Blumenfeld Theatre Circuit, who will operate.

McAllen, Tex.—Texas Consolidated Theatres, Inc. plans construction of a 1,500-seat house on a site recently purchased for $21,000 from Mrs. Hoyt Ferry of this town.

Brownsville, Tex.—A three story building housing a theatre and department store is to be erected, here, by Texas Consolidated Theatres, Inc. Construction is slated to start shortly on a $25,000 theatre project in Harlingen, Tex., to be erected by the same circuit.

Longview, Wash.—W. G. Ripley, general manager of the Columbia Theatre, here, has announced plans for the construction of a new theatre on property now occupied in part by the Chamber of Commerce.

Akron, O.—A $75,000 theatre seating 1,000, will be erected here by A. M. Dueber and will be operated by the Park Theatre Co.

W. Los Angeles, Cal.—Burke & Baylis have secured a building permit to erect a $35,000 theatre at 3414 Pico Boulevard, Santa Monica.

Trenton, N. J.—RKO Theatres have secured a permit to erect a theatre on South Broad Street, Hamilton Township near White Horse. The proposed theatre will accommodate 800 persons and will cost about $30,000, exclusive of equipment. Work is expected to start next fall. The building, of Colonial design, will be of one story.

Petaluma, Cal.—Fox West Coast Theatres contemplates building two $150,000 theatres in Vallejo and Richmond, Cal.

Macon, Ga.—East Macon's first community theatre will be opened here within 90 days, according to A. P. Barry, local manager, for Lucas & Jenkins. The proposed theatre, formerly a warehouse, will seat 1,000.

THIS WAS A THEATRE—BEFORE FIRE WIPED IT OUT



This is all that is left of the Liberty Theatre in Sweet Grass, Mont., destroyed by fire recently. The damage amounted to $30,000 and included 200 leather chairs and the theatre's equipment. The blaze started in the adjoining frame building. The Liberty was operated by Miss Maxine Miller, who has been an exhibitor for more than eighteen years.

Seattle, Wash.—Plans for a theatre, seating 668, here, hinge on modification of certain building restrictions, by the King County Planning Commission. The structure would be erected by C. W. Hamrick, from plans by Architect Bjarne Moe.

Bayside, L. I.—A 600-seat theatre will be erected at Bell Ave. and Northern Boulevard, here, by the Brandt Theatre Circuit.

Fort Brown, Tex.—Construction of a thetre costing $13,500 and seating 350 has been started at this army post.

National City, Cal.—Harry Goldfarb has obtained a permit to erect a theatre at 330 National Avenue. The building will cost $32,000 and represent an investment of $55,000 when furnished. Seats for 900 persons will be provided.

Huntingburg, Ind.—Chris H. Winkenhofer, owner of the Gem Theatre, here, has announced that more than $50,000 worth of stock has been subscribed for the erection of a new theatre building. The proposed theatre will be erected by the Huntingburg Amusement Company, Inc.

Phoenix, Ariz.—A theatre will be constructed at the U. S. Army's $2,500,000 advanced air-training base here.

Malverne, L. I.—Charles H. Kenney has filed plans for a $200,000 theatre. John and Drew Eberson are the architects. The theatre will seat 700. Space for parking has been provided.

Little Rock, Ark.—An unoccupied building on Main Street here, is being converted into a motion picture theatre.

Charleston, W. Va.—Albert Aaron, operator of the West Theatre, plans to convert the Kleeman-Frankenberger building here, into a motion picture theatre.

Dothan, Ala.—Construction of a modern motion picture theatre, here, will start immediately, it has been announced by Rufus Davis, Sr., co-owner of Martin-Davis Theatres, Inc. The $50,000 theatre will be equipped with a new type of "love seats." An "electric eye" will automatically open the solid glass doors of the theatre.

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Renovations, Openings

Hudson, N. Y.—Joseph Rosenburg, owner of the Strand Theatre, has announced that the theatre would be enlarged to accommodate 500 seats.

Hot Springs, Ark.—Reconstruction of the Strand Theatre, here, has been completed, according to the owners, Mr. J. L. Howe and Erwin Wheatley.

St. Bonaventure, N. Y.—The Haven Theatre has re-opened after installation of a new marquee, screen, projection booth and sign. The entire theatre was re-decorated and new carpets were laid.

Sterling, Ill.—Improvements costing between $10,000 and $12,000 have been made on the Sterling Theatre. New seats and new interior redecorations are among the alterations.

Wilkes Barre, Pa.—General repairs to the Irving Theatre here, to cost $850 have been authorized by the local Bureau of Building Inspection.

Ione, Wash.—Improvements on the theatre building here, being made by Harry Smith, have been completed, it has been announced.

Alexandria Bay, N. Y.—The Bay Theatre, owned and operated by Mrs. H. C. McNamara, opened April 12.

Allentown, Pa.—Improvements to the State Theatre will provide additional seats and streamline the interior and exterior of the house, according to Manager Jack Miller.

Bowling Green, Ky.—Modernization of the Diamond Theatre here, has been started by the Crescent Amusement Company.

Philadelphia—David Supowitz has prepared plans for alterations to the New Broadway Theatre, at York Road and Hope Street.

Mt. Morris, N. Y.—The remodeled Roxy Theatre opened here April 13. It occupies the former Harris store.

Jamestown, N. D.—The Grand Theatre, occupying the same building as the old Opera House, was opened recently by the Jamestown Theatre Company.

Shreveport, La.—The Saenger-Ehrlich Enterprises, Inc. has acquired the space formerly occupied by the Majestic drug store and will use it for a new lobby for the Majestic Theatre.

Ithaca, N. Y.—Jules Berinstein, general manager of Cornell Theatres, Inc., has announced plans for the remodeling and refurnishing of the old Crescent Theatre and modernization of the Strand Theatre, both located in this city. Upwards of $65,000 will be spent on the improvements.

Carlyle, Ill.—Dominic Frisina and Charles Beninati will spend approximately $10,000 to remodel and redecorate the Grand Theatre. Scheduled improvements include: new marquee and front, display cases, mirrors, restrooms and projection booth, new screen, acoustical treatment, and new projection and sound equipment.

New Unit Available to Clean Theatre Carpets





Above, new National Super Service Junior Shampoo Unit assembled with a Super Suction Cleaner. Right, closeup showing how lather is removed from carpet.

The development of an inexpensive auxiliary unit to be used with the specialized Super Theatre Suction Cleaner enables the user to shampoo carpets and rugs, without taking them up, easily and safely at any time such renovation is desired. This new unit announced by The National Super Service Company of Toledo, manufacturers of Super Theatre Cleaners, puts carpet shampoo equipment at the disposal of the theatre owner with only a nominal investment. The fact that shampooing of carpets is done only once or twice annually makes low-priced shampoo equipment especially attractive to theatre owners.

The process is simple. The rug or carpet is scrubbed by hand with soap or cleaning compound and the water and lather immediately removed by the powerful suction of the Super, leaving the carpet clean and bright.

The Super Shampoo Unit consists of a metal container into which the water and soap are deposited, hose and a special floor tool. It can be attached to any Super Theatre Cleaner.

Peacock Named to L. A. Branch Of B. F. Shearer for Six Months

Roy Peacock has transferred from the Seattle to the Los Angeles branch of B. F. Shearer to take over management of the latter office during the six months leave of absence of C. Frank Harris. Due to the illness of Mrs. Harris, the Los Angeles manager of the equipment company, is moving into the interior, away from the coast, in an effort to help Mrs. Harris regain her health.



Roy Peacock

Peacock has been associated with the Shearer company for over 20 years, and has been in charge of the Seattle branch for some time. His long experience in the equipment field, the Shearer announcement of the transfer says, well fits him for this important position. Roy Brobeck, assistant manager and purchasing agent, is taking over the managerial duties at the Seattle branch.



STR EQUIPMENT LITERATURE BUREAU

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to theatre equipment and the maintenance thereof. Theatremen are urged to use this service to keep well informed on new equipment, improved equipment and methods of maintaining the showhouse in an efficient and economical manner. There is absolutely no obligation involved in your request for the booklets described. Information on equipment not listed likewise may be requested and we will endeavor to obtain for all theatremen the desired material. In requesting literature, other information of this Bureau, please write name, name of theatre, and address plainly. Our only request is that the name of the theatre as well as street address appear on blanks or letters.

PROJECTION LENSES: There's many a theatre, sad to say, in which better projection would be the order of every show were the lens system all that it could be in view of vastly improved optical equipment now available. The theatreman can obtain some interesting first-hand information on the subject of lenses via a folder which is now offered readers of STR through the courtesy of Bausch & Lomb Optical Company. The folder includes information about the new coated lens, which had its first theatre application with the presentation of "Gone With the Wind" in Loew's theatres.

PROJECTION ROOM PLAN: Whether you are considering new building, remodelling, or just want to keep up with what's latest in projection room design, there's valuable information and much illumination toward a better practical understanding of projection requirements in a new booklet from Motiograph, Inc. This is a fine piece of trade literature publishing, a handsome booklet well worth your while as to current interest and for filing as a reference on projection matters. Send for a copy.

WATER COOLERS: Engineers and designers have given much thought to the subject of water coolers for public buildings. The new equipment is becoming familiar to the public through its installation in many other types of building, and theatres cannot afford to allow fellow merchants to surpass them in affording patrons the latest in such necessary conveniences. We know of no better source of information as to what the newest in water coolers offers than a booklet recently issued by Westinghouse Electric & Mfg. Co. We will send you a copy of this booklet upon receipt of your request. It's worth having.

FOAM RUBBER CUSHIONS: The very newest, most improved from every standpoint of durability, comfort and cleanliness, is the foam rubber theatre seat cushioning. A degree of luxury seating that surpasses anything yet accomplished has been achieved by American Seating Company by a new construction of foam rubber over spring-arch cushioning. The new development is described in a folder that belongs in the file of well-run theatre organization. No theatre man is informed on the latest in seating equipment who is without knowledge of this new type of patron comfort, so we recommend you send in now for a copy of this folder.

VACUUM CLEANERS: We've never heard anybody complain that a theatre, any theatre, was too clean—which goes to show how much is demanded of the theatre in respect to its state of cleanliness. That fact alone stresses sufficiently the need for proper cleaning methods and proper cleaning equipment. The surest way to efficiency in proper cleaning is, first: supply the janitorial staff with the right equipment; second, set up a regular routine to be followed faithfully. So far as the equipment is concerned, a good vacuum cleaner is an absolute essential. In order to get a new perspective on the subject of how much work can be eliminated, how much equipment can be made to last longer as a result of proper and frequent cleaning, theatremen would do well to obtain a copy of a very practical paper on the vacuum cleaner manufactured by National Super Service Company. The National machine has been particularly adapted to theatre uses. It is described and illustrated in a folder we shall be glad to send to theatremen requesting this important piece of trade literature.

PROJECTION LAMPS: In its field, no organization has specialized with more outstanding results than the Strong Electric Company, manufacturer of projection lamps. The light source for projection is a vitally important factor in picture presentation and in showmanship itself; and no manager, much less no projectionist, should pass up the opportunity to gain all possible knowledge of projection lamps. There is no more practical and rapid way to inform yourself on that matter than by obtaining a booklet published by Strong. Send for yours now.

LIGHTING EQUIPMENT: Kliegl Bros., long-time specialists in theatre lighting, have published a fine bulletin describing and illustrating numerous types of lighting equipment for various applications, including architectural, theatrical, photographic as well as common forms of lighting fixtures and specialties. This is a valuable bulletin for the showman's files and we recommend you obtain a copy.

PLASTIC MOLDED SCREEN: A new development by Walker American Corp., is well worth investigation. We can help a limited number of those who would like to have a look-see at the new screen, as we have a small supply of samples—neatly bound in a folder—and will send them out on a first-come-first-serve basis to theatremen requesting them. The sample is a generous swatch (about 8 by 10 inches) and will permit theatremen and their projectionists to see the construction of the Plastic Molded surfacing which has been widely discussed in equipment circles.

RECTIFIERS (TUBE TYPE): Many claims are made for the economy of power conversion by means of the bulb or tube type rectifier. Forest Manufacturing Corp. has specialized in the development of this type of power converter and now offers units to serve intermediate high intensity, also. Suprex and Low Intensity arcs. A new booklet concerning this equipment will give you information about this type of rectifier, and you may have one for the asking.

CANDY VENDORS: Machines that turn out nickels (all perfectly legal, too) provide the means of using certain empty corners in lobbies, lounges and rest rooms for profits which many theatremen are counting to their delight and the welfare of their bank accounts. There's a folder on the new candy vendors which National Theatre Supply is selling which we know you will want for a preview of the Rowe Vendor before making a trip to your nearest National store to see the machines and find out how you can accommodate your patrons with desired confections while adding big profits to your business. A copy will be sent promptly upon request.

SEAMLOC CARPETS: Widely used to excellent effect in many of the most attractive theatres around the country. Still, there are even more theatremen who should become acquainted with the effects possible with Seamloc for carpeting foyers, mezzanines and rear orchestra floors. We have a folder published by the L. C. Chase Co., which will give you many suggestions and perhaps help you generate some ideas of your own that will fit into your situation most happily. Send for one.

RUBBER MATTING: Come rain or shine, the lobby with the proper matting installation proclaims a theatre run with a view to the right notions of comfort and "housekeeping." Those mats out front will keep literally tons of dirt outside the theatre during the course of a year. Moreover, they will reduce the disturbing sounds of scraping feet and clumping of heavy heels on the terrazo or stone flooring at the entrance. Gay colors in harmonious designs are available in mats specially designed for theatre uses, and it will pay theatremen to have a look at the latest matting material made by one of the leading manufacturers. Thus we offer an instructive, illustrated folder on rubber matting issued by the American Mat Company to all interested showmen. Send for one.

SAFETY LADDERS: There are ladders that have been designed especially for the purposes of theatres, and smart theatremen buy this kind as an investment in safety. The Dayton Safety Ladder Company issued an interesting folder illustrating the safety ladder and we suggest you get one, and see for yourself how much better off your staff would be were one of this type on hand to eliminate the frequently repeated risky job of changing marquee letters with an old style rickety ladder for the job.

PROJECTOR MECHANISMS: Even the non-mechanical minded can get a very clear picture of the projector mechanism from this profusely illustrated story and description of just what a mechanism is and what makes it "tick." The book was published by International Projector Corp., and illustrates and describes the Simplex mechanism. If you want to familiarize yourself with mechanisms, freshen up your grasp of them, or be ready to make the right decision when some question comes up regarding repairs or replacements to your projectors, this booklet is just what the doctor ordered, for study and future reference.

TICKET MACHINES: One of the things so many showmen have told us they like about this department, is that it enables them to shop the entire market the easy-chair way. Well, have a look around at what's new in ticket machines. For instance, investigate the Timco Ticket Registers by sending for some folders telling about them—then go have a look at them when you're in the vicinity of the National Theatre Supply Branch in your territory.

WEIGHING MACHINES: There's profit in pounds, and many theatres are realizing nice extra coin which the patrons are glad to pay out for the sake of keepting track of their weight. Weighing machines have kept up with the times in all matters of appearance and eye-appeal, so they offer a point of interest and decoration, as well as utility, when placed in rest rooms of the theatre. You'll be interested in the folder made up by the Universal Scale Co., which tells all about new streamlined models.

MARQUEE SIGNS: Smarten up business as well as the front by having a marquee that's capable of blazing out a real selling message—that's the order of the day among the theatres that are doing business. The market is rich in material for putting a new face on the theatre and new punch into marquee selling. We have a book for you which tells all about the Wagner Sign Service's marquee signs, and it will pay you to get it, look it over carefully and keep it on file.

COOLING EQUIPMENT: National Theatre Supply Company offers a booklet containing data and illustrations which give you a clearer picture of how modern cooling is accomplished in the theatre. Your present ventilating system may prove adequate to the job of having a comfortably cool auditorium during the warm months by the addition of cooling equipment. We'll send one to you if you are interested.

ICE COOLING SYSTEM: Possibly you have overlooked one of the most efficient methods for cooling. This is by means of the modern type of conditioning done scientifically by ice meltage. The advantages of low cost of installation, low power cost, and simplicity of operation are explained in a booklet published by Knickerbocker Ice Co. It is illustrated with diagrams, makes everything understandable. Let us send you a copy.

AIR CONDITIONING: Westinghouse Electric and Manufacturing Co., gives a very practical slant to considerations of air conditioning in a booklet entitled "How to Buy Air Conditioning," copies of which we are enabled to send to interested theatremen. The most important factors concerning this subject are covered in the booklet and we recommend it to you.

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

4/26/41

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

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Advance Dope

HENRY FOR PRESIDENT (Para.) **Comedy-Drama.** Rel. not Set. **Principals:** Jimmy Lydon, Charley Smith, Mary Anderson, June Preisser, Martha O'Driscoll, John Litel, Dorothy Peterson. **Plot:** Henry is tricked into running for student body president. He gets into all sorts of trouble before proving he isn't a cheat and that he actually is the right person for school president. **Director:** Hugh Bennett.

OBITUARY (Col.) **Drama.** Rel. not set. **Principals:** Frank Craven, Jimmy Dodd, Edgar Buchanan, Eileen O'Hearn, Tom Dugan. **Plot:** The hostility between two lifelong friends, who have been helping each other on the q.t. in times of stress, ends when one dies and the other prints an obituary that comes from the heart. **Director:** Charles Barton.

PARSON OF PANAMINT (Para.) **Drama.** Rel. June 27. **Principals:** Charlie Ruggles, Ellen Drew, Phil Terry, Joseph Schildkraut, Clem Bevans, Douglas Fowley. **Plot:** Gazing down on the ghost town of Panamint, the town he built, Chuckawalla Bill, 75 years old and former Mayor, tells the story of Panamint to the young prospector at his side. **Director,** William McGann.

ONE WAY STREET (Col.) **Drama.** Rel. not set. **Principals:** Anita Louise, Russell Hayden, Noah Beery, Jr., George Cleveland. **Plot:** An independent taxi-driver finds a way to get the money to buy a filling station, so that he can earn enough to marry the girl he loves. The obstacles are plenty, but with good luck on his side, he wins out. **Director:** Robert Florey.

I WAS A PRISONER ON DEVIL'S ISLAND (Col.) **Drama.** Rel. not set. **Principals:** Donald Woods, Sally Eilers, Eduardo Ciannelli, Victor Kilian. **Plot:** A young American gets into trouble when he lands for a holiday, at a tiny French port twenty miles south of Devil's Island. He falls in love with the wife of the corrupt doctor, and together they clean up the place. **Director:** Lew Landers.

NOTHING BUT THE TRUTH (Para.) **Comedy.** Rel. not set. **Principals:** Bob Hope, Paulette Goddard, Edward Arnold, Leif Erikson. **Plot:** Story of a young stockbroker, who in a rash moment bets ten thousand dollars that he can tell the absolute truth for twenty-four hours. **Director:** Elliott Nugent.

THE OFFICER AND THE LADY (Col.) **Drama.** Rel. not set. **Principals:** Rochelle Hudson, Roger Pryor, Tom Kennedy, Bruce Bennett, Oscar O'Shea. **Plot:** A young lady has to decide between two suitors. One is a radio cop and the other, the unknown leader of a gang of crooks. Fate decides for her when the nefarious deeds of the crook are uncovered by the cop. **Director:** Sam White.

WORLD PREMIERE (Para.) **Comedy.** Rel. not set. **Principals:** John Barrymore, Frances Farmer, Eugene Pallette, Ricardo Cortez. **Plot:** A wacky movie producer has made a great expose film, ribbing the lavish premieres staged in Hollywood. He goes to town in his efforts to get sensational publicity for the premiere of the picture. **Director:** Ted Tetzlaff.

REDHEAD (Mono.) **Drama.** Rel. May 14. **Principals:** June Lang, Johnny Downs, Eric Blore, Weldon Heyburn. **Plot:** A millionaire father turns his playboy son out of his house, and then without his knowledge, offers a huge sum of money to the girl he marries if she will straighten him out, but loves does the trick. **Director:** Edward Cahn.

RETURN OF DANIEL BOONE (Col.) **Western.** Rel. May 7. **Principals:** Bill Elliott, Walter "Dub" Taylor, Betty Miles. **Plot:** The only way Bill Elliott can prove himself worthy of joining the gang he's out to get, is to put on a show of thrashing his own pal and throwing him in jail. This makes it easy for him to capture the entire gang. **Director:** Lambert Hillyer.

KING OF THE ZOMBIES (Mono.) **Horror.** Rel. May 25. **Principals:** Dick Purcell, Mantan Moreland, John Archer, Joan Woodbury. **Plot:** A plane crashes on an unknown island and the three passengers aboard find themselves in the hands of a voodoo doctor and his peculiar household. **Director:** Jean Yarborough.

ANGELS WITH BROKEN WINGS (Rep.) **Comedy-Drama.** Rel. not set. **Principals:** Binnie Barnes, Sidney Blackmer, Leni Lynn, Katharine Alexander, Jane Frazee. **Plot:** The three grown daughters of a charming widow try to help their mother get the man she loves away from an unscrupulous gold-digger. **Director:** Bernard Vorhaus.

DESERT BANDIT (Rep.) **Western.** Rel. not set. **Principals:** Don Barry, Lynn Merrick, James Gillette. **Plot:** The Texas Rangers cashier one of their men out of their ranks, so that he can join the smugglers they have been trying to capture to get the evidence and thus help stop the guns going over the Mexican border. **Director:** George Sherman.

SING ANOTHER CHORUS (Univ. 1941-42) **Drama.** Rel. not set. **Principals:** Johnny Downs, Jane Frazee, Mischa Auer, Walter Catlett. **Plot:** After graduating from college, the son of the owner of a dressmaking establishment uses his theatrical ambitions to put over a fashion revue and so bring about the redemption of the business and the realization of his own dreams. **Director:** Charles Lamont.

HALF WAY TO SHANGHAI (Univ.) **Spy.** Rel. not set. **Principals:** Charles Bickford, Evelyn Ankers, Frank Albertson, Cecil Kellaway, Truman Bradley. **Plot:** "Helldrivers" is the name by which the men who drive the supply trucks along the Burma Road to China, are known. By accident, this one found himself involved in some espionage work, but it didn't take him long to find the guilty party. **Director:** Noel Smith.

HANDS ACROSS THE ROCKIES (Col.) **Western.** Rel. not set. **Principals:** Bill Elliott, Mary Daily, Stanley Brown, Dub Taylor. **Plot:** The only witness to a murder is being forced to marry the killer, on the theory that a wife cannot testify against her husband, until Wild Bill Hickock comes along and saves her. **Director:** Lambert Hillyer.

BETTY CO-ED (Col.) **Musical Drama.** Rel. not set. **Principals:** Ruby Keeler, Ozzie Nelson and His Band, Harriett Hilliard, Gordon Oliver, Kathleen Howard. **Plot:** Prohibited from operating a College Club night spot within five miles of a college campus, a famous band leader solves the problem by getting permission to play "on" the campus and thus put over the band and build up a long list of enrolled students. **Director:** Edward Dmytryk.

TOO MANY BLONDES (Univ.) **Drama.** Rel. not set. **Principals:** Rudy Vallee, Helen Parrish, Lon Chaney, Jr., Jerome Cowan. **Plot:** The third member of a radio singing trio tries to break up the happy marriage of his two partners, by poisonously building up every innocent situation. They almost land in the divorce court before they discover his treachery. **Director:** Thornton Freeland.

Meet Your Exchangemen

Philip Hodes (RKO-Radio)



Phil is this month celebrating his silver anniversary in the industry. He started with Universal in 1916, leaving to join FBO in 1922. When FBO became RKO, he toured all branches to set up a uniform system of operation. Then he was sales manager of the New York office and later assistant to the general sales manager. At one time, he was given charge of approval of all contracts for the U. S. and Canada. After the merger of RKO and Pathe, he was again made sales manager of the New York branch.

Clarence Tillman (Columbia)



Clarence is one of those who started at the bottom of the ladder and worked his way to greater heights as a salesman. He began his film career as a shipping clerk with Goldwyn, just prior to the Metro-Goldwyn merger and was promoted to salesman a year later. In 1925 he transferred his activities to Universal and three years later joined forces with Columbia as salesman which position he still occupies in the Portland exchange.

William F. Gordon (WB)



It was way back in 1924 when William F. Gordon took over the driver's seat in Warners' Salt Lake City Exchange, and since then he has become a tradition with exhibs and film folk alike in Mormonland's film colony. Previous to his promotion to branch manager, Bill held down the job of salesman in the same office. He is an ardent sports fan, a philatelist of no mean renown and a collector of unique old articles.

Thomas E. Laird (UA)



Tom was born in 1901 and, at the age of 20, entered the film business with First National Exhibitors Circuit. He later operated theatres for the Louis Dent and Jefferson Circuits and for a three-year period owned his own "shot-gun" house, but returned to the exchange end in 1936. After that he joined UA as an assistant booker and then was promoted to salesman. His present assignment is in the Southwest Texas territory.

Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
	Bat Whispers (My-D) ... C. Morris-U. Merkel	86		Reissued
	Crooked Circle (C)F ... Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
	Everything Is Rhythm (Mu) ... Harry Roy & Band	60	7/22/39	Not Rev.
	Framed for Murder (D) ... Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
	Hell's Angels (D) ... Lyon-Harlow-Hall	100	1/10/40	Reissued
	Hell's Crossroads (D)A ... Tom Keene-John Qualen (Former title "Our Daily Bread")		8/2/40	Reissued
	Monster Walks (My-D) ... Mischa Auer	60	7/6/40	Reissued
	Murder at the Baskervilles ... Arthur Wontner		10/15/40	Not Rev.
	Scarface (D) ... P. Muni-G. Raft-A. Dvorak	88		Reissued
	Sky Devils (C-D) ... Spencer Tracy	88	9/1/40	Reissued
	Tumbleweeds (W) ... William S. Hart	86	5/1/39	Reissued
	U-67 (D) ... Alan Hale-Claude Allister	60	8/1/39	Reissued
	Vengeance of the Deep (D)F ... Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1037	Girls of the Road (D)A	Ann Dvorak-Helen Mack-L. Lane	61	6/20/40	b7/27/40
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	78	7/24/40	b8/3/40
	I Married Adventure (T)F	Travelogue Feature			b8/31/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1036	Mad Men of Europe (War)F	Edmund Gwenn-Mary Maguire	72	6/3/40	b5/25/40
1038	Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1021	Out West with the Peppers (CD)F	Edith Fellows-Dorothy Peterson	62	6/30/40	b7/20/40
1028	Passport to Alcatraz (Spy)A	Jack Holt-Cecelia Callejo	60	6/6/40	b5/25/40
1214	Return of Wild Bill (W)F	Bill Elliott-Iris Meredith	60	6/27/40	b7/13/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
	Big Boss (D) (Former title "Chain Gang")	Otto Kruger-Gloria Dickson		4/28/41	a3/15/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
	Penny Serenade (CD)F	Irene Dunne-Cary Grant	124	4/24/41	b4/19/41
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
	They Dare Not Love (D)	Martha Scott-George Brent		4/30/41	a2/22/41
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
	Under Age (D)A	Nan Grey-Alan Baxter-Tom Neal	60	4/24/41	b4/26/41
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	a10/26/40

Coming 1940-41

	Adventure in Washington (D) (Former title "Senate Page Boys")	Herbert Marshall-Virginia Bruce	5/30/41	a3/15/41
	Betty Co-Ed	Ruby Keeler-Harriet Hilliard		a4/26/41
	Blondie in Society	Penny Singleton-Arthur Lake		In Prod.
2215	Hands Across the Rockies (W)	Bill Elliott-Dub Taylor		a4/26/41
	Heaven Can Wait	Robt. Montgomery-Rita Johnson		In Prod.
	Her First Beau (CD)	Jane Withers-Jackie Cooper	5/8/41	a3/15/41
	I Was a Prisoner on Devil's Island (D)	Sally Eilers-Donald Woods		a4/26/41
	Naval Academy (CD)	Jimmy Lyden-Fred. Bartholomew	5/22/41	a3/15/41
	Obituary (D)	Frank Craven-Edgar Buchanan		a4/26/41
	Officer and the Lady (D)	Rochelle Hudson-Bruce Bennett		a4/26/41
	One Way Street (D)	Anita Louise-Russell Hayden		a4/26/41
	Our Wife	Ruth Russey-Melvyn Douglas		In Prod.
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles	5/7/41	a4/26/41
	She Knew All the Answers(D)	Franchot Tone-Joan Bennett	5/15/41	a3/29/41
	Son of Davy Crockett (W)	Bill Elliott-Iris Meredith		In Prod.
	Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane	6/5/41	a3/15/41
	Voice In the Night (D)	Clive Brook-Diana Wynyard	83	b4/19/41

DISNEY

	Fantasia (FA)F	Technicolor Cartoon	150	b11/16/40

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
42	Captain Is A Lady (C)F	Coburn-Billie Burke-B. Bondi	65	6/21/40	b6/29/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
41	Mortal Storm (D)F	Margaret Sullavan-Jas Stewart	100	6/14/40	b6/15/40
31	New Moon (O)F	Jeanette MacDonald-Nelson Eddy	102	6/28/40	b6/15/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44	Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
39	Susan and God (C)A	Joan Crawford-Fredric March	117	6/7/40	b6/8/40
45	We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

MGM

Current 1940-41

			Mins.	Rel. Date	See Issue of
126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108	Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90	2/14/41	b2/15/41
131	Washington Melodrama(My)A	Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/41
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
102	Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD)	Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/41

Coming 1940-41

	Bargain Basement	Marx Bros.-Virginia Grey		In Prod.
	Barnacle Bill	Wallace Beery-Shirley Temple		In Prod.
	Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan	5/30/41	a2/1/41
	Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)		a3/29/41
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman		a3/29/41
	Getaway	Robert Sterling-Van Heflin		In Prod.
	I'll Wait For You	Virginia Weidler-Robt. Sterling	5/16/41	In Prod.
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern		a3/22/41
	Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter	5/9/41	a3/29/41
	People vs. Dr. Kildare (D)	Lew Ayres-Lionel Barrymore	5/2/41	In Prod.
	Unholy Partners (D) (Former title "The Uniform")	Clark Gable-Rosalind Russell		a3/29/41
	Woman's Face (D)	Joan Crawford-Melvyn Douglas	5/23/41	a3/29/41

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
	Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
	Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
	Last Alarm (D)F	Warren Hull-Polly Ann Young	61	6/25/40	b7/6/40
	Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F	Wil Fyffe-Kay Walsh	69	8/19/40	b11/9/40
	On the Spot (D)F	Frankie Darro-Mary Kornman	61	6/11/40	b6/8/40
	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
	Riders From Nowhere (W)	Jack Randall-Margaret Roach	45	6/6/40	a4/27/40
	Up In the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40
	Wild Horse Range (W)F	Jack Randall	53	6/25/40	b6/22/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
	Break the News (M)	Maurice Chevalier-Jack Buchanan	75	4/10/41	Reissued
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)	Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	Hoosier Schoolboy	Mickey Rooney		4/17/41	Reissued
	Invisible Ghost (H)A	Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
	Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		2/10/41	a1/11/41
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
	Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Roar of the Press (My)F	Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)	Range Busters		4/20/41	a4/12/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
	You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	House of Mystery	Kenneth Kent-Judy Kelly	5/7/41	Not Rev.
	King of Zombies (H)	John Archer-Mantan Moreland	5/25/41	a4/26/41
	Pioneers, The (W)	Tex Ritter-Slim Andrews	5/10/41	In Prod.
	Redhead (D)	June Lang, Johnny Downs	5/14/41	a4/26/41
	Wrangler's Roost (W)	Range Busters	6/4/41	In Prod.

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3938	Ghost Breakers (MyC)F	Bob Hope-Paulette Goddard	78	6/21/40	b6/8/40
3942	Golden Gloves (D)A	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3958	Hidden Gold (W)F	Wm. Boyd-Russell Hayden	61	6/7/40	b5/18/40
3943	Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3939	Queen of the Mob (G)A	Jean Cagney-Richard Denning	60	6/28/40	b6/29/40
3937	Safari (D)F	Madeleine Carroll-Fairbanks, Jr.	86	6/14/40	b6/8/40
3959	Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3941	Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940	Way of All Flesh (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41

			Mins.	Rel. Date	See Issue of
4009	Arise, My Love (CD)	A..... Claudette Colbert-Ray Milland.....	110..	11/8/40	..b10/19/40
4053	Border Vigilantes (W)	F..... Bill Boyd-Russell Hayden.....	60..	4/18/41	....b4/5/41
4005	Cherokee Strip (W)	F..... Richard Dix-William Henry.....	86..	10/11/40	..b10/5/40
4007	Christmas in July (CD)	F..... Dick Powell-Ellen Drew.....	68..	10/25/40	..b9/21/40
4006	Dancing on A Dime (MC)	F... Grace MacDonald-Robt. Paige.....	73..	11/1/40	..b10/12/40
4051	Doomed Caravan (W)	F..... Bill Boyd-Russell Hayden.....	60..	1/10/41	....b1/11/41
4052	In Old Colorado (W)	F..... Wm. Boyd-Russell Hayden.....	66..	3/14/41	....b3/1/41
4002	I Want A Divorce (C)	A..... Dick Powell-Joan Blondell.....	94..	9/20/40	....b9/7/40
4016	Life With Henry (C)	F..... Jackie Cooper-Leila Ernst.....	80..	1/24/41	....b1/18/41
4021	Lady Eve (D)	F..... Barbara Stanwyck-Henry Fonda....	97..	3/21/41	....b3/1/41
4023	Las Vegas Nights (Mu-C)	F... Phil Regan-Bert Wheeler-Dorsey...	89..	3/28/41	...b3/22/41
4013	Love Thy Neighbor (C)	F..... Jack Benny-Fred Allen.....	82..	12/27/40	..b12/21/40
4018	Mad Doctor (H)	F..... Basil Rathbone-Ellen Drew.....	90..	2/14/41	...b2/15/41
4020	Monster and the Girl (H)	A... Ellen Drew-Onslow Stevens.....	64..	2/28/41	...b2/15/41
4006	Moon Over Burma (D)	A..... D. Lamour-R. Preston-P. Foster....	82..	10/18/40	..b10/19/40
4011	Night At Earl Carroll's (M)	F. J. Carrol Naish-E. Carroll Girls....	70..	12/6/40	..b11/23/40
4026	Power Dive (D)	F..... Richard Arlen-Jean Parker.....	68..	4/25/41	....b4/12/41
4004	Quarterback (CD)	F..... Wayne Morris-Virginia Dale.....	72..	10/4/40	..b10/5/40
4003	Rangers of Fortune (D)	F..... MacMurray-Morison-Dekker.....	80..	9/27/40	...b9/14/40
4025	Road to Zanzibar (CM)	F..... Crosby-Lamour-Hope	90..	4/11/41	...b3/15/41
4024	Round-Up (W)	F..... Richard Dix-Patricia Morison.....	90..	4/4/41	....b3/15/41
4001	Rhythm on the River (M)	F... Bing Crosby-Mary Martin.....	90..	9/6/40	....b8/24/40
4014	Second Chorus (M)	F..... Fred Astaire-Paulette Goddard....	88..	1/3/41	...b11/30/40
4012	Texas Rangers Ride Again (W)	F..... J. Howard-Ellen Drew-M. Robson..	67..	12/13/40	...b11/9/40
4050	Three Men From Texas (W)	F. William Boyd-Russell Hayden.....	75..	11/15/40	...b9/14/40
4015	Victory (D)	A..... Fredric March-Betty Field.....	79..	1/17/41	...b12/21/40
4019	Virginia (Tech.) (PD)	F.... Madeleine Carroll-F. MacMurray....	108..	2/21/41	...b1/18/41
4010	World In Flames (Doc)	A..... Newsreel Compilation.....	60..	10/25/40	..b10/19/40
4017	You're The One (M)	F..... Orrin Tucker-Bonnie Baker.....	81..	2/7/41	.....b2/8/41

Coming 1940-41

	Aloma of the South Seas (D)	Dorothy Lamour-Jon Hall (Tech.).....	8/15/41 ...a4/12/41
	Birth of the Blues.....	Bing Crosby-Mary Martin.....	....In Prod.
	Buy Me That Town (CD).....	Lloyd Nolan-Constance Moore.....	....a4/19/41
	Caught in the Draft (C).....	Bob Hope-Dorothy Lamour.....	7/4/41 .....a3/1/41
	Forced Landing.....	Richard Arlen-Eva Gabor.....	7/25/41 ....In Prod.
	Great Man's Lady (D)..... (Former title "Pioneer Woman")	Barbara Stanwyck-Joel McCrea.....	....a3/22/41
	Henry For President (CD)...	Jimmy Lydon-Mary Anderson.....	....a4/26/41
	Hold Back the Dawn (D).....	Chas. Boyer-Olivia de Havilland.....	....a3/22/41
	I Wanted Wings (D)	F..... Brian Donlevy-Ray Milland.....	130.. 5/30/41 ...b3/29/41
	Kiss the Boys Goodbye (CM)..	D. Ameche-M. Martin-O. Levant.....	8/1/41 .....a3/8/41
	New York Town.....	Mary Martin-Fred MacMurray.....	7/25/41 ...a11/30/40
	Night of Jan. 16th (My).....	Ellen Drew-Robt. Preston.....	....a4/12/41
	Nothing But the Truth (C)...	Bob Hope-Paulette Goddard.....	....a4/26/41
	One Night in Lisbon (CD)...	Madeleine Carroll-Fred MacMurray.....	6/13/41 ....a2/8/41
	Parson of Panamint (D).....	Charles Ruggles-Ellen Drew.....	6/27/41 ....a4/26/41
	Pirates on Horseback (W).....	Wm. Boyd-Russell Hayden.....	5/23/41 ....a1/25/41
4027	Reaching for the Sun (CD)	A. Joel McCrea-Ellen Drew.....	88.. 5/2/41 ....b4/12/41
	Shepherd of the Hills (D)....	John Wayne-Betty Field (Tech.).....	7/18/41 ....a11/9/40
	Skylark (CD)	Claudette Colbert-Ray Milland.....	....a3/1/41
4021	There's Magic in Music (Mu)	F. Allan Jones-Susanna Foster..... (Reviewed as "Hard Boiled Canary")	80.. 5/16/41 ...b3/1/41
	West Point Widow (CD).....	Ann Shirley-Richard Carlson.....	6/20/41 ....a3/22/41
	Wide Open Town (W).....	William Boyd-Russell Hayden.....	....a3/1/41
	World Premiere (C).....	John Barrymore-Frances Farmer.....	....a4/26/41

Coming 1941-42

	Mr. Bug Goes to Town.....	Tech. Cartoon Feature.....	....In Prod.

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	.... Tim McCoy	60..	9/16/40	...Not Rev.
159	Billy the Kid's Gun Justice (W)	.Bob Steele	63..	12/27/40	..Not Rev.
158	Billy the Kid in Texas (W)	.Bob Steele	55..	9/30/40	...Not Rev.
157	Billy the Kid Outlawed (W)	.Bob Steele	55..	7/20/40	...Not Rev.
161	Billy the Kid's Fighting Pals (W)	F..... Bob Steele	62..	4/18/41	...b4/12/41
160	Billy the Kid's Range War (W)	.Bob Steele	60..	1/24/41	...Not Rev.
107	Caught in the Act (C)	F..... Henry Armetta	62..	2/7/41	....b4/26/41
105	Devil Bat (My).....	Bela Lugosi	69..	12/13/40	..Not Rev.
	Emergency Landing (Spy)....	Carol Hughes		5/9/41	....In Prod.
108	Federal Fugitives (Spy).....	Neil Hamilton.....		3/28/41	....a3/29/41
151	Frontier Crusader (W).....	Tim McCoy	64..	6/1/40	....Not Rev.
152	Gun Code (W).....	Tim McCoy	55..	8/3/40	....Not Rev.
102	Hold That Woman (C-D)	F.... James Dunn-Frances Gifford.....	66..	6/28/40	...b8/3/40
104	Misbehaving Husbands (C)	F.. Harry Langdon-Betty Blythe.....	66..	12/20/40	..b12/14/40
163	Lone Raider Rides On (W)...	George Houston	64..	1/10/41	...Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	....Not Rev.
165	Lone Rider In Ghost Town....	Geo. Houston-Alaine Brandes.....		5/16/41	...In Prod.
103	Marked Men (D).....	Warren Hull-Isabel Jewell.....		8/28/40	....Not Rev.
155	Outlaws of the Rio Grande (W)	F..... Tim McCoy	53..	3/7/41	.....b3/1/41
	Paper Bullets.....	Joan Woodbury-Jack LaRue.....			....In Prod.
154	Riders of Black Mountain (W)	.Tim McCoy	59..	11/11/40	..Not Rev.
106	Secret Evidence (My)	F..... Charles Quigley-Marjorie Reynolds.	64..	1/31/41	....b2/8/41
110	South of Panama (Spy)	F..... Roger Pryor-Virginia Vale.....	68..	5/2/41	....b4/26/41

R.K.O.-RADIO

Current 1939-40

35	Anne of Windy Poplars (D)	F. Anne Shirley-James Ellison.....	89..	6/28/40	...b6/22/40
39	Cross Country Romance (C)	F.. Gene Raymond-Wendy Barrie.....	66..	7/12/40	...b6/29/40
40	Dance, Girl, Dance (D)	A..... Maureen O'Hara-Louis Hayward....	82..	8/23/40	...b8/31/40
36	Dr. Christian Meets the Women (D)	F..... Jean Hersholt-Dorothy Lovett.....	63..	7/5/40	....b6/29/40
38	Lucky Partners (C)	A..... Ginger Rogers-Ronald Colman.....	101..	8/23/40	...b8/17/40
37	Millionaires in Prison (D)	A.. Lee Tracy-Linda Hayes.....	62..	7/26/40	...b6/29/40
42	One Crowded Night (D)	A..... Billie Seward-Don Costello.....	66..	8/9/40	.....b8/3/40
34	Pop Always Pays (C)	F..... Leon Errol-Dennis O'Keefe.....	66..	6/21/40	...b6/22/40
84	Prairie Law (W)	F..... Geo. O'Brien-Virginia Vale.....	62..	6/7/40	...b6/22/40
61	Queen of Destiny (B)	F..... Neagle-Walbrook (Tech.)..... (Reviewed as "Sixty Glorious Years")	90..	8/2/40	...b10/29/38
33	Saint Takes Over (MyC)	F.... Geo. Sanders-Wendy Barrie.....	60..	6/7/40	....b4/27/40
85	Stage to Chino (W)	F..... George O'Brien.....	59..	7/26/40	...b7/27/40
41	Stranger on the Third Floor (D)	A..... Peter Lorre-Margaret Tallichet.....	62..	8/16/40	....b9/7/40
29	Tom Brown's Schooldays (D)	F. Jimmy Lydon-Hardwicke.....	84..	7/19/40	...b6/22/40
86	Triple Justice (W)	F..... Geo. O'Brien-Virginia Vale.....	66..	9/27/40	..b10/19/40
43	Wildcat Bus (A)	F..... Fay Wray-Charles Lang.....	62..	8/23/40	...b8/17/40

Current 1940-41

183	Along the Rio Grande (W)	F.. Tim Holt-Betty Jane Rhodes.....	66..	2/7/41	.....b2/1/41
161	Convoy (War)	F..... Clive Brook-John Clements.....	89..	1/3/41	....b12/7/40
122	Devil and Miss Jones (D)	F... Jean Arthur-Chas. Coburn.....	92..	4/11/41	....b4/5/41
102	Dreaming Out Loud (C)	F..... Lum & Abner-Frances Langford.....	81..	9/13/40	...b9/14/40
182	Fargo Kid (W)	F..... Tim Holt-Jane Drummond.....	65..	12/6/40	...b11/2/40
119	Footlight Fever (C)	F..... Alan Mowbray-Donald McBride....	67..	3/21/41	....b4/5/41
120	Girl, A Guy and A Gob (C)	F. Geo. Murphy-Lucille Ball.....	91..	3/14/41	....b3/1/41
103	I'm Still Alive (D)	F..... Linda Hayes-Kent Taylor.....	66..	9/27/40	...b9/21/40
112	Kitty Foyle (D)	A..... Ginger Rogers-Dennis Morgan.....	105..	12/27/40	..b12/28/40
107	Laddie (D)	F..... Tim Holt-Virginia Gilmore.....	68..	10/18/40	..b9/21/40
115	Let's Make Music (CM)	F.... Bob Crosby-Jean Rogers.....	84..	1/17/41	..b12/14/40
109	Li'l Abner (F)	F..... Granville Owen-Kay Sutton.....	78..	11/1/40	...b11/9/40
124	Melody for Three (D)	F..... Jean Hersholt-Fay Wray.....	67..	3/28/41	....b3/8/41
110	Little Men (D)	F..... Kay Francis-Lydon-Oakie.....	84..	1/10/41	...b12/7/40
101	Men Against the Sky (D)	F... Richard Dix-Wendy Barrie.....	74..	9/6/40	....b8/24/40
111	Mexican Spitfire Out West (C)	A..... Lupe Velez-Leon Errol.....	75..	11/15/40	..b10/12/40
117	Mr. & Mrs. Smith (C)	A..... Carole Lombard-Robt. Montgomery..	95..	1/31/41	...b1/18/41
114	No, No, Nanette (MC)	F..... Anna Neagle-Richard Carlson.....	96..	12/20/40	..b12/21/40
121	Play Girl (CD)	A..... Kay Francis-James Ellison.....	75..	2/14/41	...b12/21/40
171	Ramparts We Watch (Doc)	F.. March of Time Feature.....	90..	8/16/40	...b7/27/40
113	Remedy for Riches (D)	F.... Jean Hersholt-Dorothy Lovett.....	60..	11/29/40	..b11/23/40
125	Repent at Leisure (C-D)	.... Kent Taylor-Wendy Barrie.....		4/4/41	.....a3/1/41
184	Robbers of the Range (W)	F.. Tim Holt-Ray Whitley.....	61..	4/18/41	....b4/5/41
123	Scattergood Baines (C)	F..... Guy Kibbee-Carol Hughes.....	69..	2/21/41	...b2/15/41

R.K.O.-RADIO

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
116	Saint in Palm Springs (MyC)	F. George Sanders-Wendy Barrie.....	67..	1/24/41	....b1/4/41
128	They Met in Argentina (MD)	F. Ellison-O'Hara-Ebsen	77..	4/25/41	...b4/26/41
104	They Knew What They Wanted (D)	A..... Charles Laughton-Carole Lombard...	96..	10/25/40	..b10/12/40
106	Too Many Girls (M)	A..... Richard Carlson-Lucille Ball.....	85..	11/8/40	..b10/12/40
105	Villain Still Pursued Her (C)	F. Anita Louise-Richard Cromwell.....	66..	10/11/40	..b7/27/40
181	Wagon Train (W)	F..... Tim Holt-Martha O'Driscoll.....	62..	10/4/40	..b10/12/40
108	You'll Find Out (MyMC)	F... Kay Kyser-Peter Lorre-Karloff.....	97..	11/22/40	..b11/16/40

Coming 1940-41

	Bambi	Disney Cartoon Feature.....		....In Prod.
	Before the Fact (D).....	Cary Grant-Joan Fontaine.....		....a3/22/41
118	Citizen Kane (D)	A..... Orson Welles-Dorothy Comingore....	120.	..b4/12/41
185	Cyclone on Horseback (W)....	Tim Holt-Marjorie Reynolds.....	6'6 41	....In Prod.
	Devil and Daniel Webster....	Thomas Mitchell-Walter Huston.....		....In Prod.
	Father Takes a Wife.....	Adolphe Menjou-Gloria Swanson.....		....In Prod.
129	Hurry, Charlie, Hurry (C)	... Leon Errol-Mildred Coles.....		....a4/5/41
	Interlude	Jean Hersholt-Dorothy Lovett.....		....In Prod.
	Lady Scarface.....	Dennis O'Keefe-Frances Neal.....		....In Prod.
	My Life With Caroline (C)...	Ronald Colman-Anna Lee.....		....a4/19/41
	Parachute Battalion (D).....	Robert Preston-Nancy Kelly.....		....a4/19/41
	Reluctant Dragon	Benchley and Cartoon Characters.....		....In Prod.
132	Scattergood Pulls the Strings..	Guy Kibbee	5/23/41	....In Prod.
133	Sunny (Mu).....	A. Neagle-J. Carroll-R. Bolger.....	5/30/41	....In Prod.
126	Tom, Dick and Harry (C)....	Ginger Rogers-Geo. Murphy.....	6/13/41	...a3/29/41

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)	F..... Gene Autry-Burnette-June Storey...	65..	7/15/40	...b7/20/40
955	Carson City Kid (W)	F..... Roy Rogers-"Gabby" Hayes.....	57..	7/1/40	...b6/22/40
924	Earl of Puddlestone (C)	F..... The Gleasons.....	66..	5/10/40	...b5/18/40
904	Girl From God's Country (D)	F. Chester Morris-Chas. Bickford.....	75..	7/30/40	...b7/27/40
908	Grand Ole Opry (C)	F..... Weaver Bros. & Elviry.....	68..	6/25/40	...b7/13/40
992	One Man's Law (W)	F..... Don Barry-Janet Waldo.....	57..	6/29/40	...b7/13/40
956	Ranger and the Lady (W)	F... Roy Rogers-George Hayes.....	59..	7/30/40	...b7/27/40
909	Scatterbrain (C)	F..... Judy Canova-Alan Mowbray.....	73..	7/20/40	...b7/13/40
910	Sing, Dance, Plenty Hot (M)	F. Ruth Terry-Johnny Downs.....	72..	8/10/40	....b8/3/40
903	Three Faces West (D)	F..... J. Wayne-Sigrid Gurie-C. Coburn... (Reviewed as "The Refugee")	81..	7/12/40	...b6/22/40
907	Wagons Westward (D)	F..... Chester Morris-Anita Louise.....	69..	6/19/40	...b6/29/40
902	Women in War (D)	F..... Elsie Janis-Wendy Barrie.....	71..	6/6/40	.....b6/1/40

Current 1940-41

10	Arkansas Judge (C)	F..... Rogers-Weaver Bros. and Elviry....	72..	1/28/41	...b1/25/41
45	Back in the Saddle (MW)	F... Gene Autry-Smiley Burnette.....	73..	3/14/41	...b3/15/41
8	Barnyard Follies (C)	F..... Mary Lee-June Storey-Rufe Davis...	67..	12/6/40	..b11/23/40
9	Behind the News (D)	F..... Lloyd Nolan-Doris Davenport.....	74..	12/20/40	..b12/21/40
53	Border Legion (W)	F..... Roy Rogers-Geo. "Gabby" Hayes...	58..	12/5/40	..b11/30/40
19	Bowery Boy (D)	F..... Dennis O'Keefe-Louise Campbell...	71..	12/27/40	...b1/4/41
51	Colorado (W)	F..... Roy Rogers-George Hayes.....	57..	9/15/40	....b9/7/40
7	Friendly Neighbors (C)	F..... Weaver Bros. & Elviry.....	67..	11/7/40	..b11/16/40
72	Frontier Vengeance (W)	F..... Don Barry-Betty Moran.....	57..	10/10/40	..b10/12/40
17	Girl From Havana (D)	A..... Dennis O'Keefe-Victor Jory.....	69..	9/11/40	...b9/14/40
21	Great Train Robbery (D)	F... Bob Steele-Claire Carleton.....	61..	2/28/41	....b3/8/41
1	Hit Parade of 1941 (MC)	F... Kenny Baker-Frances Langford.....	88..	10/15/40	..b10/19/40
55	In Old Cheyenne (W)	F..... Roy Rogers-G. "Gabby" Hayes.....	58..	3/28/41	...b4/12/41
14	Lady From Louisiana..... (Former title "Lady From New Orleans")	Ona Munson-John Wayne.....		4/22/41	...a3/15/41
64	Lone Star Raiders (W)	F..... Three Mesquiteers.....	57..	12/23/40	..b12/21/40
11	Man Betrayed (D)	A..... John Wayne-F. Dee-Edw. Ellis.....	83..	2/27/41	...b3/15/41
18	Meet the Missus (C)	F..... Roscoe Karns-Ruth Donnelly.....	68..	11/29/40	..b11/23/40
5	Melody and Moonlight (M)	F... Johnny Downs-Vera Vague.....	72..	10/11/40	..b10/5/40
41	Melody Ranch (MC)	F..... Gene Autry-Jimmy Durante.....	84..	11/15/40	..b11/23/40
12	Mr. District Attorney (CD)	F.. Dennis O'Keefe-Peter Lorre.....	69..	3/26/41	....b4/5/41
61	Oklahoma Renegades (W)	F.... Three Mesquiteers.....	57..	8/29/40	...a8/17/40
66	Pals of the Pecos (W)	F..... Three Mesquiteers.....	56..	4/8/41	....b4/26/41
20	Petticoat Politics (C)	F..... Roscoe Karns-Lois Ranson.....	67..	1/31/41	...b2/15/41
75	Phantom Cowboy (W)	F..... Don Barry-Virginia Carroll.....	57..	2/14/41	...b2/22/41
65	Prairie Pioneers (W)	F..... Three Mesquiteers.....	58..	2/16/41	...b2/22/41
43	Ride, Tenderfoot, Ride (MW)	F. Autry-Burnette-June Story.....	65..	9/6/40	....b8/24/40
44	Ridin' on a Rainbow (MW)	F.. Gene Autry-Smiley Burnette.....	79..	1/24/41	....b2/1/41
54	Robin Hood of the Pecos (W)	F. Roy Rogers-George Hayes.....	59..	1/14/41	....b1/18/41
46	Singing Hill, The (DW)	..... Gene Autry-Smiley Burnette.....		4/26/41	....a3/29/41
13	Rookies on Parade (CM)	..... Bob Crosby-Ruth Terry.....	76..	4/17/41	....a3/15/41
2	Sis Hopkins (CM)	F..... Judy Canova-Bob Crosby.....	98..	4/12/41	....b4/12/41
73	Texas Terrors (W)	F..... Don Barry-Al St. John.....	57..	11/22/40	..b11/23/40
63	Trail Blazers (W)	F..... Three Mesquiteers.....	58..	11/11/40	..b11/2/40
71	Tulsa Kid (W)	F..... Don "Red" Barry.....	57..	8/16/40	....b8/3/40
76	Two-Gun Sheriff (W)	F..... Don "Red" Barry-Lynn Merrick....	56..	4/10/41	....b4/26/41
62	Under Texas Skies (W)	F..... Three Mesquiteers	57..	9/30/40	....b9/21/40
6	Who Killed Aunt Maggie? (My)	A..... John Hubbard-Wendy Barrie.....	69..	11/1/40	...b11/2/40
74	Wyoming Wildcat (W)	F..... Don Barry-Julie Duncan.....	56..	1/6/41	....b1/11/41
52	Young Bill Hickok (W)	F..... Roy Rogers-Geo. Hayes.....	59..	10/21/40	...b10/5/40

Coming 1940-41

	Angels With Broken Wings (CD)	Binnie Barnes-Gilbert Roland.....		....a4/26/41
15	Country Fair.....	Eddie Foy, Jr.-June Clyde.....	5/5/41	.....a4/5/41
	Desert Bandit (W).....	Don Barry-Lynn Merrick.....		....a4/26/41
22	Gay Vagabond, The (CD).....	Ruth Donnelly-Roscoe Karns.....	5/12/41	....a4/12/41
	Saddlemates (W).....	Three Mesquiteers.....		....In Prod.
56	Sheriff of Tombstone (W)...	Roy Rogers-George "Gabby" Hayes.....	5 7 41	....a4/12/41
	Thunder Over the Ozarks....	Weaver Bros. & Elviry.....		....In Prod.

20TH CENT.-FOX

Current 1939-40

48	Charlie Chan's Murder Cruise (My)	F..... Sidney Toler-Marjorie Weaver.....	75..	6'21/40	...b5/11/40
34	Earthbound (D)	A..... Warner Baxter-Andrea Leeds.....	67..	6/7/40	....b6/8/40
47	Four Sons (D)	A..... Ameche-Leontovitch-Alan Curtis....	89..	6/14/40	....b6/1/40
49	Lucky Cisco Kid (W)	F..... Cesar Romero-Mary Hughes.....	68..	6/28/40	....b6/1/40
46	Manhattan Heartbeat (D)	F... Virginia Gilmore-Joan Davis.....	72..	7/12/40	....b6/8/40
50	Maryland (Tech.) (B)	F..... B. Joyce-Payne-Brennan.....	92..	7/19/40	....b7/6/40
52	Sailor's Lady (C)	F..... Nancy Kelly-Jon Hall.....	66..	7/5/40	.....b7/6/40

Current 1940-41

107	Brigham Young, Frontiersman (PD)	A..... Tyrone Power-Linda Darnell.....	112..	9/27/40	...b8/31/40
123	Chad Hanna (D) (Tech.)	A.... Henry Fonda-Linda Darnell.....	88..	12/27/40	..b12/14/40
110	Charlie Chan at the Wax Museum (My)	F..... Sidney Toler-Joan Valerie.....	62..	9/6/40	....b8/3/40
108	Charter Pilot (B)	F..... Lynn Bari-Lloyd Nolan.....	70..	12/6/40	..b11/23/40
136	Dead Men Tell (My)	F..... Sidney Toler	61..	3/28/41	...b3/29/41
113	Down Argentine Way (M)	F... Don Ameche-Betty Grable (Tech.)..	88..	10/11/40	..b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)	F..... G. Murphy-B. Joyce-C. Ruggles.....	80..	9/13/40	...b8/31/40
108	Gay Caballero (W)	F..... Cesar Romero-Betty McLaughlin....	57..	10/4/40	...b9/28/40
104	Girl From Avenue A (C)	F... Jane Withers-Kent Taylor.....	76..	8/9/40	....b8/10/40
127	Girl In the News (D)	F..... Margaret Lockwood-Barry Barnes...	78..	1/31/41	....b1/4/41
130	Golden Hoofs (C)	F..... Jane Withers-Buddy Rogers.....	66..	2/14/41	....b2/8/41
111	Great Profile (C)	A..... John Barrymore-Mary Hughes.....	70..	10/25/40	...b8/17/40
115	Hudson's Bay (PD)	F..... Paul Muni-Gene Tierney.....	94..	1/3/41	...b12/28/40
122	Jennie (D)	F..... Alastair Sim-Gordon Harker.....		4/25/41	....Not Rev.
139	Mail Train.....	Alastair Sim-Gordon Harker.....		4/25/41	....Not Rev.
101	Man I Married (D)	A..... Joan Bennett-Francis Lederer.....	76..	8/2/40	....b7/20/40
117	Mark of Zorro (D)	F..... Tyrone Power-Linda Darnell.....	92..	11/8/40	...b11/9/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

143	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell		5/30/41	a3/15/41
	Bride Wore Crutches (C-D)F	Lynne Roberts-Ted North	59	6/27/41	b7/27/40
141	Cowboy and the Blonde(CD)F	Mary Beth Hughes-G. Montgomery	68	5/16/41	b4/26/41
	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	a8/17/40
140	Great American Broadcast	Alice Faye-John Payne-Jack Oakie		5/9/41	a3/1/41
142	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12/41
	Man Hunt	Walter Pidgeon-Joan Bennett		6/20/41	In Prod.
	Man With the Shovel	Geo. Montgomery-Osa Massen		7/11/41	In Prod.
	Miami (Tech.)	Don Ameche-Betty Grable		7/4/41	In Prod.
135	Outlaw, The	Walter Huston-Thos. Mitchell		5/2/41	In Prod.
	Very Young Lady (C)	Jane Withers-Nancy Kelly	79	6/13/41	a3/8/41

Coming 1941-42

Belle Starr (Tech.)	Henry Fonda-Randolph Scott	In Prod.
Dance Hall	Cesar Romero-Carole Landis	In Prod.
Sun Valley	Sonja Henie-John Payne-M. Berle	In Prod.

UNITED ARTISTS

Current

	Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
	Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
	Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
	Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
	Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
	Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
	Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
	Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
	Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
	Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
	So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
	Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
	South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40	b7/20/40
	That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
	That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
	Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
	Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
	Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe		a3/1/41
Illusions	Merle Aberon-Alan Marshall		In Prod.
Major Barbara	Wendy Hiller-Robert Morley		Coming
New Wine (MD)	Ilona Massey-Binnie Barnes		a3/8/41

UNIVERSAL

Current 1939-40

4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4037	I Can't Give You Anything But Love, Baby (C)F	Peggy Moran-Johnny Downs	61	6/21/40	b5/11/40
4036	Love, Honor, and Oh Baby (C)F	Wallace Ford-Kathryn Adams	60	6/7/40	b6/8/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4008	Sandy Is A Lady (C)F	Sandy-Mischa Auer-Nan Grey	64	6/14/40	b5/25/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
	Flame of New Orleans (CD)F	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell		4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)	Richard Arlen-Andy Devine		4/18/41	a4/5/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

	Beyond the Law	Wm. Gargan-June Clyde-John Litel			In Prod.
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Halfway to Shanghai	Charles Bickford-Evelyn Ankers			a4/26/41
	Hello Sucker	Hugh Herbert-Peggy Moran			In Prod.
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	In the Navy (MyC)	Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.
	Marshal Law (W)	Johnny Mack Brown			In Prod.
	Men of the Timberlands	Richard Arlen-Andy Devine			In Prod.
	Rhapsody in Stripes	Anne Gwynne-Nat Pendleton			In Prod.
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/18/41	a4/5/41
	Tight Shoes	Brod Crawford-Ann Gwynne		6/13/41	In Prod.
	Too Many Blondes	Rudy Vallee-Helen Parrish			In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery		8/15/41	a3/8/41

Coming 1941-42

Oh, Charlie (MyC)	Abbott & Costelle—Evelyn Ankers	a2/22/41
Sing Another Chorus	Johnny Downs-Jane Frazee	a4/26/41

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
405	Brother Orchid (GC)F	E. G. Robinson-Sothern-Bellamy	90	6/8/40	b6/1/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
473	Fugitive From Justice (G)A	Roger Pryor-Lucille Fairbanks	53	6/15/40	b6/8/40
424	Gambling on the High Seas (G)F	Wayne Morris-Jane Wyman	58	6/22/40	b2/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b8/29/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40

Current 1940-41

570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
525	Here Comes the Navy (C)F	James Cagney-Pat O'Brien	86	12/21/40	Reissue
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My) (Former title "Murder on the Second Floor")	Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	a11/2/40

Coming 1940-41

	Affectionately Yours (C)	Merle Oberon-Dennis Morgan		5/10/41	a2/8/41
	Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris			a4/12/41
	Bride Came C.O.D. (C-D)	Bette Davis-James Cagney			a2/15/41
	Dive Bomber (Tech.)	Errol Flynn-Fred MacMurray			In Prod.
	Flight Patrol (D)	James Stephenson-Ronald Reagan			a4/12/41
	Gentle People (D)	Ida Lupino-John Garfield			a3/8/41
	Highway West (D)	Brenda Marshall-Olympe Bradna			a3/1/41
	Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt			a1/25/41
	Manpower (D)	Marlene Dietrich-George Raft			a4/19/41
	Million Dollar Baby (CD) (Former title "Miss Wheelwright Discovers America")	Priscilla Lane-Ronald Reagan		5/31/41	a2/1/41
	Navy Blues	A Sheridan-J. Oakie-M. Raye			In Prod.
523	Nurse's Secret (My)	Lee Patrick-Regis Toomey		5/24/41	a3/8/41
	Passage From Hong Kong(My)	Keith Douglas-Lucile Fairbanks			a3/29/41
	Sergeant York	Gary Cooper-Joan Leslie			a3/29/41
	Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson			a2/1/41
563	Singapore Woman (D)	Brenda Marshall-David Bruce		5/17/41	a2/1/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
	Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			a3/1/41
	Underground (D)	Jeffrey Lynn-Karen Verne			a3/22/41

MISCELLANEOUS

	Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
	Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
	King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
	Leopard Men of Africa (T)A	Natives and animals	65	Select	b7/6/40
	Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
	Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
	Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
	Murder in the Night (D)A	Jack LaRue-Sandra Storme	58	Film All	b7/20/40
	Overnight (D)F	Robert Donat-Pearl Argyle	66	Mundus	b6/8/40
	Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights		10	Not Rev.
2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2505	Helping Paw	Amusing	7	2/ 1/41
2507	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2604	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41

STOOGE COMEDIES (8)

2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

COLUMBIA 1940-41 (Cont.)

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	9/ 7/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106	Stuffie	Swell	11	3/ 9/40
S-105	What's Your I.Q.?	Good	7½	3/ 9/40
S-109	What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

F-141	Day of Rest	Funny	10	10/28/39
F-144	Home Movies	A Howl	9	3/ 9/40
F-142	See Your Doctor	Very Funny	8	12/23/39
F-143	That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

X-151	Flag Speaks	A Must	19	5/ 4/40
X-80	Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

T-59	Calling on Colombia	Standard	8	4/27/40
T-51	Day on Treasure Island	Colorful	10	9/ 9/39
T-55	Land of Alaska Nellie	Good	10	1/27/40
T-61	Modern New Orleans	Interesting	9	6/ 1/40
T-52	Natural Wonders of Washington State	Okay	10	10/28/39
T-57	Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56	Old Natchez	Good	9	2/ 3/40
T-53	Quaint St. Augustine	Charming	9	11/25/39
T-58	Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60	Sitka and Juneau	Interesting	9	4/27/40
T-62	Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54	Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

		Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)				
W-243	Abul the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-241	Lonesome Stranger	Excellent	9	12/ 7/40
W-242	Mrs. Ladybug	Excellent	8	1/ 4/41
W-244	Prospecting Bear	Funny	9	4/ 5/41
CRIME DOESN'T PAY (6)				
P-201	Eyes of the Navy	Excellent	22	10/19/40
P-204	Forbidden Passage	Tops	21	3/ 1/41
P-203	Respect the Law	Very Good	20	2/ 1/41
P-202	You the People	Excellent	21	1/ 4/41
MINIATURES (10)				
M-232	Great Meddler	Very Good	10	1/ 4/41
M-233	Happiest Man on Earth	Unusual	10	2/ 1/41
M-234	More About Nostradamus	Timely	11	2/22/41
M-231	Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)				
C-296	Baby Blues	Very Good	10	4/ 5/41
C-295	Fightin' Fools	Good Fun	10	2/ 1/41
C-293	Goin' Fishin'	Standard	10	11/ 9/40
C-291	Good Bad Boys	Good	11	9/ 7/40
C-294	Kiddie Cure	Good Gang	11	12/ 7/40
C-292	Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297	Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)				
K-281	American Spoken Here	Excellent	10	12/ 7/40
K-283	More Trifles of Importance	Excellent	11	4/ 5/41
K-282	Whispers	Excellent	10	2/22/41
PETE SMITH SPECIALTIES (14)				
S-266	Memory Tricks	Amusing	9	4/ 5/41
S-264	Penny to the Rescue	Excellent	10	2/ 1/41
S-261	Quicker'n a Wink	Excellent	10	11/ 9/40
S-265	Quiz Biz	Entertaining	10	2/22/41
S-263	Sea For Yourself	Holds Interest	10	1/ 4/41
S-262	Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)				
T-218	Alluring Alaska	Usual	10	4/ 5/41
T-214	Beautiful Bali	As Usual	10	12/ 7/40
T-211	Capital City	Fair	9	9/ 7/40
T-212	Cavalcade of San Francisco	Too Late	9	9/28/40
T-219	Glimpses of Kentucky		10	Not Rev.
	Glimpses of Washington State		10	Not Rev.
	Haiti, Land of Dark Majesty		10	Not Rev.
T-216	Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213	Old New Mexico	Fair	10	11/ 9/40
T-215	Old New Orleans	As Usual	10	1/ 4/41
T-217	Red Men on Parade	Fair	10	3/ 1/41
	Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939 40

		Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)				
C9-3	Ants in the Plants	Good	7	3/23/40
C9-1	Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4	Kick in Time	Good	7	2/24/40
C9-2	Little Lambkin	Cute	7	8/17/40
C9-5	Snubbed by a Snob	Cute	7	5/18/40
C9-6	You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)				
K9-6	Argentina		10	Not Rev.
K9-3	Chile	Fair Travelogue	10	12/16/39
K9-4	Cuba		10	Not Rev.
K9-1	Ecuador	Fair	10	9/16/39
K9-5	Isle of Columbus		10	Not Rev.
K9-7	Pacific Paradise	Interesting	10	7/13/40
K9-2	Peru	Average	10	10/21/39
HEADLINERS (10)				
A9-1	Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9	Blue Barron & Orch.	Good	10	6/ 8/40
A9-5	Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8	Have You Met Yvette?	Good	10	5/ 4/40
A9-4	Here's Hal	Average	10	12/16/39
A9-6	Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3	Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7	George Olsen and His Music	Peppy	10	3/23/40
A9-2	Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10	Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)				
V9-3	Bits of Life	Misses Fire	11	12/16/39
V9-2	Busy Little Bears	Splendid	10	11/11/39
V9-9	Dangerous Dollars	Informative	11	7/13/40
V9-7	Not So Dumb	Excellent	10	3/23/40
V9-6	Pictorial	Interesting	10	2/24/40
V9-10	Pictorial No. 2	Satisfactory	10	8/24/40
V9-1	Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5	Sugar Wind	Good	10	2/ 3/40
V9-8	Television Preview	Interesting	10	5/18/40
V9-4	Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)				
E9-10	Doing Impossikible Stunts	Good	7	8/17/40
E9-3	Females Is Fickle	Good	7	3/23/40
E9-9	Fightin' Pals		7	Not Rev.
E9-5	Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1	Never Sock a Baby	Good	6	11/18/39
E9-8	Nurse Mates	Fair	7	7/13/40
E9-6	Onion Pacific	Satisfactory	7	6/ 8/40
E9-12	Puttin' On the Act	Poor	7	8/24/40
E9-2	Shakespearian Spinach	Funny	7	2/ 3/40
E9-4	Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11	Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7	Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)				
J9-1	No. 1	Very Good	10	9/23/39
J9-II	No. 2	Very Interesting	10	11/25/39
J9-3	No. 3	Interesting	10	1/27/40
J9-4	No. 4	Exceptional	10	2/24/40
J9-5	No. 5	Very Good	10	5/ 4/40
J9-6	No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)				
R9-5	Aqua-Rhythm	Good	10	11/18/39
R9-10	Blue Streak	Excellent	10	5/ 4/40
R9-7	Bowling Skill	Very Good	10	2/ 3/40
R9-3	Catching Whoppers	Thrilling	10	9/23/39
R9-12	Cradle of Champions	Excellent	10	6/15/40
R9-4	Dog Is Born	Excellent	10	11/ 4/39
R9-2	Desert Adventure	Excellent	10	9/23/39
R9-8	Human Fish	Excellent	10	2/24/40
R9-1	Hydro-Maniacs	Exciting	10	8/26/39
R9-6	Judo Experts	Excellent	10	1/20/40
R9-11	Playmates of the Wild	Unique	10	5/18/40
R9-13	Sink or Swim	Very Good	10	7/13/40
R9-9	Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)				
B9-5	Foul Ball Player	Fair	7	6/ 8/40
B9-9	Fulla Bluff Man	Fair	7	8/24/40
B9-3	Granite Hotel	Good	7	5/18/40
B9-11	Pedagological Institution		7	Not Rev.
B9-10	Springtime in the Rockage		7	Not Rev.
B9-6	Ugly Dino	Cute	7	7/13/40
B9-2	Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4	Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8	Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1	Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12	Way Back When Women Had Their Weigh		7	Not Rev.
B9-7	Wedding Bells		7	Not Rev.
SYMPHONIC (3)				
D9-1	Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2	Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3	William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)				
L9-1	No. 1	Good	11	10/14/39
L9-2	No. 2	Fair	11	12/16/39
L9-3	No. 3	Good	11	2/ 3/40
L9-4	No. 4	Interesting	10	5/ 4/40
L9-5	No. 5	Good	10	5/18/40
L9-6	No. 6	Interesting	10	8/16/40

1940-41

		Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)				
H0-4	Bring Himself Back Alive	Good	7	12/21/40
H0-1	Dandy Lion	Poor	7	10/ 5/40
H0-3	Mommy Loves Poppy	Average	7	11/23/40
H0-2	Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7	Speaking of Animals	Excellent	9	3/15/41
H0-6	Twinkletoes Gets the Bird		7	Not Rev.
H0-5	Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)				
M0-4	Delhi	Good	11	4/ 5/41
M0-1	River Thames—Yesterday	Beautiful	10	11/23/40
M0-2	Sacred Ganges	Dull	10	1/25/41
M0-3	Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)				
G0-3	All's Well	Silly	7	1/18/41
G0-2	Constable	Satisfactory	7	11/23/40
G0-1	King For a Day	Fair	7	10/26/40
G0-5	Swing Cleaning	Fair	7	4/19/41
G0-4	Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)				
A0-5	Bob Chester & Orch.	Average	10	4/ 5/41
A0-4	Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2	Listen to Larry	Satisfactory	10	11/ 2/40
A0-3	Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1	Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)				
V0-2	Dipsy Gipsy	Very Good	9	4/19/41
V0-1	Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)				
V0-3	Breezy Little Bears	Excellent	10	1/18/41
V0-1	Nature's Nursery	Excellent	10	11/ 2/40
V0-4	Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2	Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)				
E0-4	Eugene, the Jeep	Funny	7	12/ 7/40
E0-8	Flies Ain't Human	Fair	7	4/19/41
E0-2	My Pop, My Pop	Amusing	7	11/ 2/40
E0-7	Olive's Sweepstake Ticket		7	Not Rev.
E0-1	Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5	Problem Pappy	Fair	7	1/25/41
E0-6	Quiet Pleeze	Very Good	7	3/22/41
E0-3	With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)				
J0-1	No. 1	Good	10	10/ 5/40
J0-2	No. 2	Interesting	10	11/23/40
J0-3	No. 3	Interesting	10	12/21/40
J0-4	No. 4	Usual	10	3/22/41
J0-5	No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)				
S0-3	Crime Control	Excellent	11	4/19/41
S0-1	Trouble With Husbands	Great Fun	11	11/16/40
S0-2	Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)				
FF0-1	Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)				
R0-6	Acrobatic Aces	Excellent	10	1/25/41
R0-8	Canine Sketches	Fine	10	3/22/41
R0-1	Diving Demons	Beautiful	10	10/ 5/40
R0-5	Feminine Fitness	Very Good	10	12/21/40
R0-7	Fishing Fever	Appealing	10	3/22/41
R0-4	Marine Round-up	Excellent	10	12/ 7/40
R0-3	Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-2	Sporting Everglades	Very Good	10	10/26/40
R0-9	Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)				
L0-1	No. 1	Good	10	10/ 5/40
L0-2	No. 2	Interesting	10	12/ 7/40
L0-3	No. 3	Good	10	2/15/41
L0-4	No. 4	Good	11	3/29/41

RKO-RADIO 1939-40

		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
4105	Bill Poster	Very Good	8	5/25/40
4107	Bone Trouble		9	Not Rev.
4103	Donald's Dog Laundry	Very Funny	8	5/25/40
4109	Donald's Vacation	A Scream	8	8/10/40
4114	Fire Chief	Good	8	12/14/40
4113	Goofy's Glider	Excellent	8	12/14/40
4118	Little Whirlwind	Good	8	4/ 5/41
4106	Mr. Duck Steps Out	Swell	8	5/25/40
4112	Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101	Officer Duck	A Scream	8	9/16/39
4115	Pantry Pirate	Very Good	8	2/ 1/41
4110	Pluto's Dream House	Excellent	8	9/14/40
4117	Pluto's Playmate	Excellent	8	3/ 1/41
4108	Put-Put Troubles		7	Not Rev.
4102	Riveters	A Howl	7	5/25/40
4116	Timber	A Howl	8	3/ 1/41
4104	Tugboat Mickey	Excellent	8	5/25/40
4111	Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)				
3401	Act Your Age	Extremely Funny	18	10/ 7/39
3402	Kennedy the Great		19	Not Rev.
3404	Mutiny in the County		17	Not Rev.
3403	Slightly at Sea		16	Not Rev.
3405	'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)				
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205	No. 5 (Chris. Morley)	Good	11	2/10/40
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210	No. 10 (Deems Taylor)	Good	11	6/15/40
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212	No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)				
3704	Bested by a Beard		20	Not Rev.
3703	Scrappily Married		20	Not Rev.
3702	Truth Aches		19	Not Rev.
3701	Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)				
3108	Canada at War	Interesting	18	3/ 9/40
3109	America's Youth—1940	Satisfactory	19	4/13/40
3110	Philippines	Interesting	19	5/11/40
3111	U. S. Navy	Good	19	6/ 8/40
3112	Spoils of Conquest	Good	17	8/10/40
3113	Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)				
3201	Blamed For a Blonde	Very Funny	19	10/ 7/39
3203	Chicken Feed		18	Not Rev.
3202	Coat Tales		18	Not Rev.
3205	Goodness a Ghost		16	Not Rev.
3204	Twinculets		20	Not Rev.
RAY WHITLEY (8)				
3502	Bandits and Ballads		17	Not Rev.
3504	Coralling a School Marm	Good	20	8/10/40
3501	Cupid Rides the Range	Very Good	18	9/16/39
3503	Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)				
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
SPORTSCOPES (13)				
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	8	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

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		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
EDGAR KENNEDY (6)				
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4/12/41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13702	Tattle Talevision	Funny	19	11/16/40
13704	When Wife's Away	Fair	20	4/ 5/41

RKO-RADIO 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
PICTURE PEOPLE (13)				
14401/	No. 1	Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14502	What's Happening in Argentina	Very Timely	10	4/12/41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-4	Los Angeles Examiner Benefit	Fair	10	4/26/41
28-3	Variety Reel	Interesting	10	3/ 1/41

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)				
510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent (Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

20th CENTURY-FOX 1940-41

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE				
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1106	Caribbean Sentinel	Good	10	4/26/41
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)				
1601	Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1508	Fishing Made Easy	Fair	7	4/26/41
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)	Okay	7	4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold	Just a Cartoon	7	4/26/41
WORLD TODAY—QUENTIN REYNOLDS				
1701	Battle of the Atlantic	Timely	10	4/19/41

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CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232	Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

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		Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	10/12/40
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5244	Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)				
5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12/28/40
5355	85—Hunting on Top of the World	Fascinating	9	12/28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones	Amusing	10	4/12/41
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5224	Tickled Pinky	Rustic Rhythm	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2/24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/ 2/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
		MERRIE MELODIES (26) (Tech.)		
5316	Bears' Tale		7	Not Rev.
5312	Busy Bakers		7	Not Rev.
5322	Ceiling Hero		7	Not Rev.
5321	Circus Today	Clever	7	7/ 6/40
5315	Confederate Honey		7	Not Rev.
5314	Cross Country Detours	A Knockout	7	4/13/40
5309	Curious Puppy		7	Not Rev.
5310	Early Worm Gets the Bird		7	Not Rev.
5323	Egg Collector		7	Not Rev.
5313	Elmer's Candid Camera		7	Not Rev.
5306	Fagin's Freshmen	Amusing	7	11/25/39
5305	Fresh Fish	Swell	7	11/ 4/39
5319	Gander at Mother Goose	Good	7	5/18/40
5325	Ghost Wanted	Amusing	7	10/26/40
5304	Good Egg		7	Not Rev.
5317	Hardship of Miles Standish		7	Not Rev.
5303	Land of the Midnight Fun	Superb	7	9/23/39
5326	Little Blabbermouse	Amusing	7	8/ 3/40
5302	Little Lion Hunter		7	Not Rev.
5311	Mighty Hunters	Pleasing	7	2/17/40
5308	Screwball Football	Swell Cartoon	7	12/30/39
5301	Sioux Me	Clever	7	9/ 9/39
5307	Sniffles and Bookworm	Cute	7	2/24/40
5318	Sniffles Takes a Trip		7	Not Rev.
5320	Tom Thumb in Trouble	Cute	7	6/15/40
5324	Wild Hare		7	Not Rev.
		SPECIAL RELEASE		
	Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
		VITAPHONE VARIETIES (6)		
5706	All Girl Revue		7	Not Rev.
5704	No Parking	Fairly Funny	10	4/13/40
5703	Organ Novelty	Fair	9	11/11/39
5705	Radio and Relatives		10	Not Rev.
5702	Sword Fishing	Exciting	10	10/ 7/39
5701	Vote Trouble	Laughs	10	8/26/39

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		BROADWAY BREVITIES (9)		
6202	Alice in Movieland	Superlative	20	11/30/40
6204	Dog in the Orchard	Meritorious	20	1/18/41
6201	Just a Cute Kid		20	Not Rev.
6203	Mack Sennett Revival		20	Not Rev.
6206	Seeing Eye	Poignant	20	4/ 5/41
6205	Take the Air	Entertaining	20	3/ 8/41
		ELSA MAXWELL COMEDIES (3)		
6102	Lady and the Lug		19	Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	8/31/40
6103	Throwing a Party		20	Not Rev.
		HOLLYWOOD NOVELTIES (10)		
6304	History Repeats Itself	Good	10	9/30/39
6301	Football Highlights	Rockne Build-up	10	8/31/40
6303	Mexican Jumping Beans	Very Good	10	11/30/40
6302	Shark Hunting	Exciting	10	8/ 3/40
6305	Wild Boar Hunt	Exciting	10	3/ 8/41
		LOONEY TUNES (16)		
6601	Calling Dr. Porky		7	Not Rev.
6607	Haunted Mouse	Very Good	7	3/15/41
6608	Joe Glow the Firefly		7	Not Rev.
6602	Pre-Historic Porky	Clever	7	11/ 2/40
6609	Porky's Bear Facts	Amusing	7	4/ 5/41
6604	Porky's Hired Hand	Good	7	12/28/40
6610	Porky's Preview	Amusing	7	4/26/41
6606	Porky's Snooze Reel		7	Not Rev.
6603	Sour Puss	Satisfactory	7	11/30/40
6605	Timid Toreador	Good	7	1/18/41
		MELODY MASTERS (10)		
6506	Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505	Henry Busse & Orch.	Good	10	11/30/40
6504	Skinny Ennis & Orch.	Good	10	12/28/40
6503	Jan Garber & Orch.		10	Not Rev.
6508	Marie Green & Her Gang		10	Not Rev.
6501	Matty Malneck	Snappy	10	8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	11/ 2/40
		MERRIE MELODIES (26) (Tech.)		
6706	Bed Time for Sniffles		7	Not Rev.
6713	Cat's Tale	Good	7	4/ 5/41
6712	Crackpot Quail		7	Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	12/28/40
6710	Fighting 69½	Good	7	1/18/41
6704	Good Night Elmer		7	Not Rev.
6715	Goofy Groceries	Novel	7	4/ 5/41
6703	Holiday Highlights	Swell Satire	7	11/ 2/40
6701	Malibu Beach Party	Grade A	7	8/31/40
6707	Of Fox and Hound		7	Not Rev.
6708	Shop, Look and Listen	Good	7	12/28/40
6711	Sniffles Bells the Cat	Fair	7	3/15/41
6702	Stage Fright	Satisfactory	7	10/26/40
6714	Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716	Toy Trouble		7	Not Rev.
6717	Trial of Mr. Wolf	Very Good	7	4/26/41
6705	Wacky Wildlife	Funny	7	12/ 7/40
		TECHNICOLOR SPECIALS (6)		
6001	Flag of Humanity	Splendid	20	10/26/40
6002	March on Marines	Excellent	20	12/28/40
6003	Meet the Fleet	Excellent	20	1/18/41
6004	Wings of Steel		20	Not Rev.
		SPECIAL SUBJECTS		
	Christmas Under Fire	Heart Appeal	10	1/18/41
	London Can Take It	Powerful	10	10/26/40
		SPORTS PARADES (10)		
6404	California Thoroughbreds	Interesting	10	12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	8/31/40
6405	Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401	Fly Fishing	For Anglers	10	10/26/40
6406	Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

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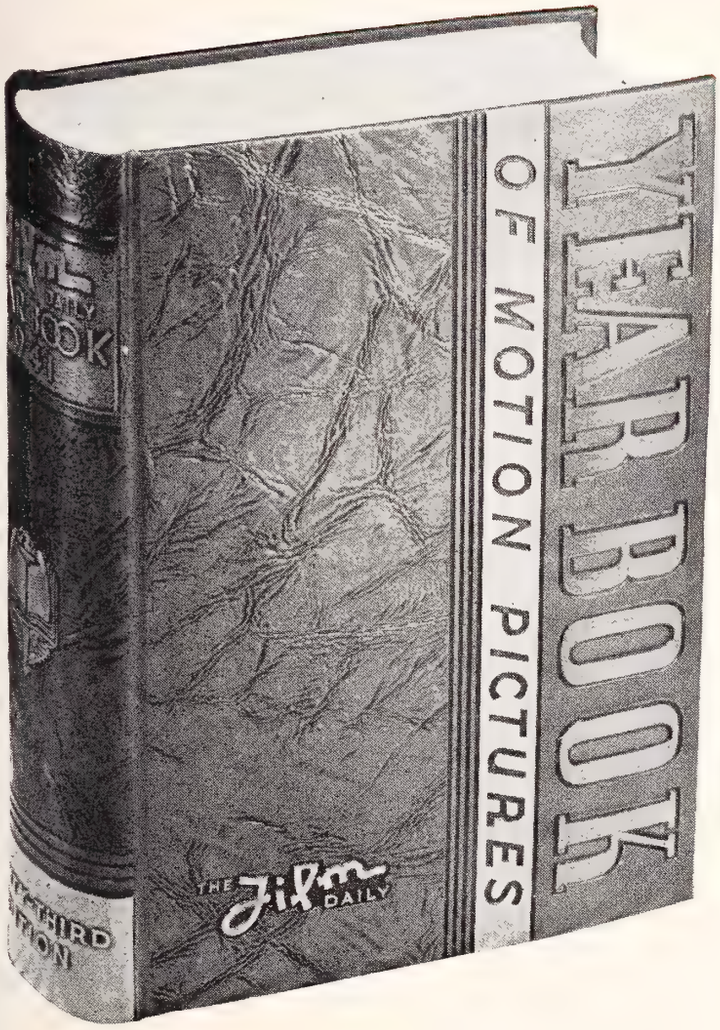
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THE 1941

FILM YEAR BOOK

OF

MOTION PICTURES



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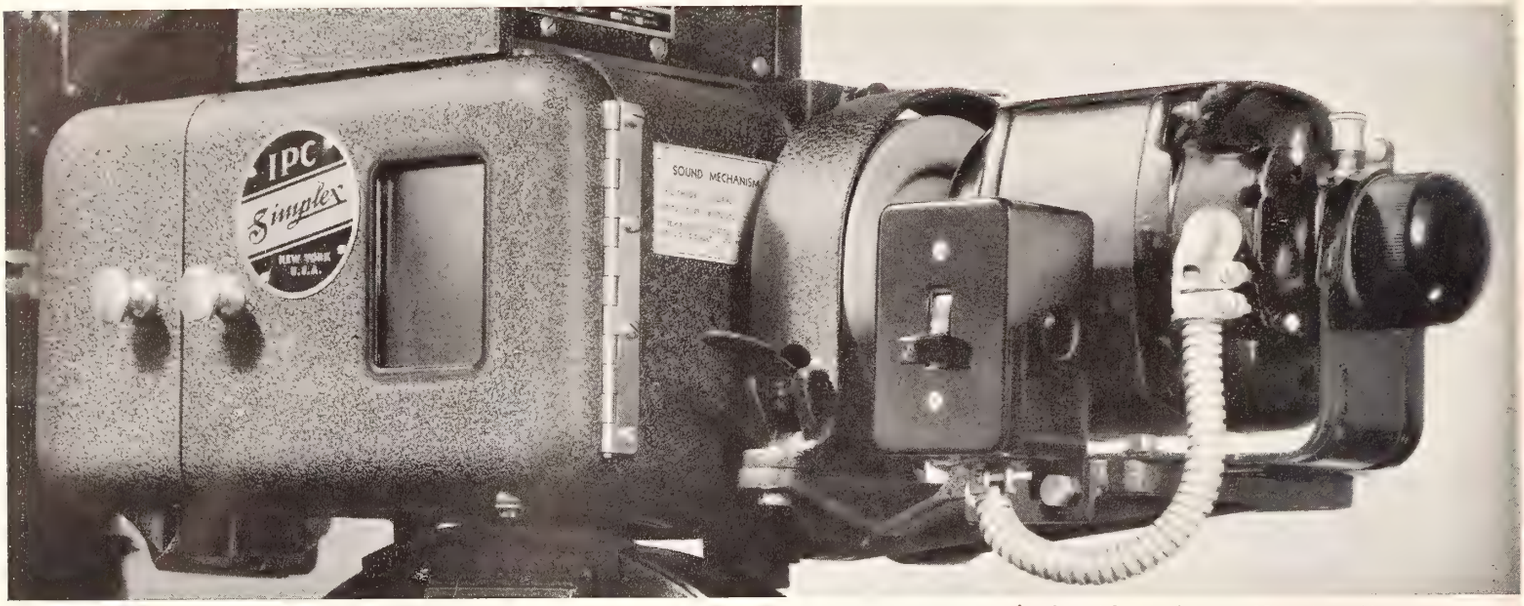
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MAY -5 '41

SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Vol. 34 No. 15

May 3
1941

Presenting

The Show Builder

Including

STR Idea Contest Winners

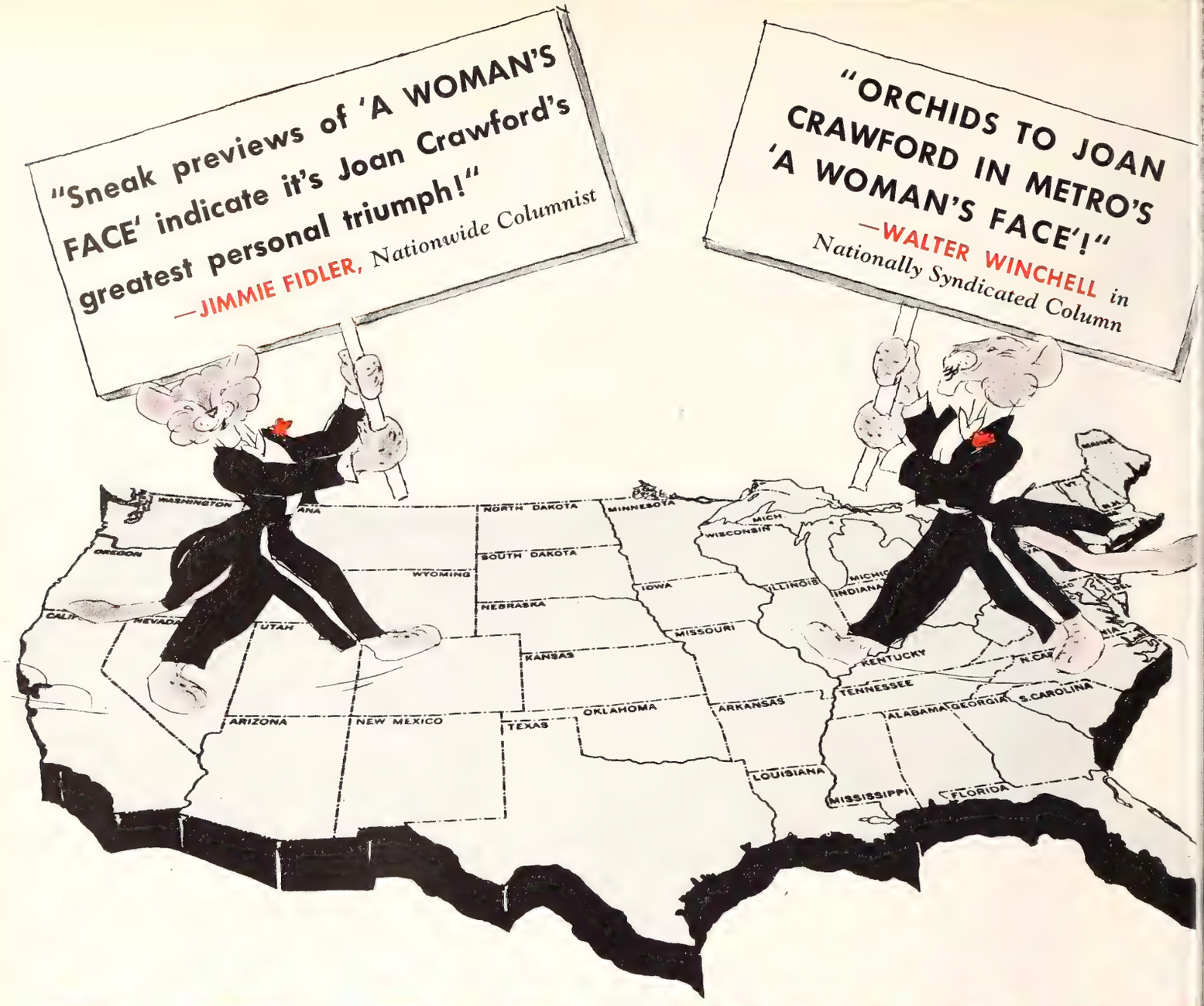
Advertising Clinic

Paramount Announces '41-'42 Shorts

Ideas for Selling Sports Reels

Monthly Product Checkup

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GOOD NEWS TRAVELS FAST!

"A WOMAN'S FACE"

starring JOAN **CRAWFORD**
MELVYN **DOUGLAS**
with
CONRAD VEIDT

Osa Massen • Reginald Owen
Albert Basserman • Marjorie Main • Donald Meek • Screen Play by Donald Ogden Stewart and Elliot Paul • Produced by
VICTOR SAVILLE

Directed by the man who made "Philadelphia Story"
GEORGE CUKOR

it started as a whisper . . .

coast-to-coast columnists spread it . . .

now all America will say:

"A WOMAN'S FACE IS YOUR FORTUNE!

(from M-G-M, of course)

The Editorial Page

Confusion

After months of preparation for the start of the new sales policy, distributors are now faced with a new problem in Minnesota, where the anti-5-block booking bill has become law. How the five companies can adjust national sales policy to conform to two such conflicting regulations as the Minnesota law on the one hand and the decree on the other, is a question many in the industry would like to have answered quickly.

Whatever the outcome there is no doubt that the law urged through the Minnesota legislative halls by groups whose previous activities brought the decree into being, has created a state of disrupting uncertainty. By the time the solution has been worked out there may be another state or two enacting laws of similar "monkey wrench" characteristics—which will be just too ducky!

▲ ▲ ▲

Exactly As Predicted

During the heated arguments of the then anticipated admission tax last July, this page told you quite candidly that the next session of Congress would bring with it a still wider spread of that tax and suggested the probability of an increase.

You may as well face the music and the facts. Of all the forms of taxation possible for the amusement field, the admission tax is the most desirable because it is paid by the ticket-buying public.

Attempts to fight off the reduction from the present base down to the 10 cent level may only result in the Ways and Means Committee finding the same amount of revenue in a manner that will have to come out of the theatre owners' pockets.

These are critical times. Quibbling and fighting the inevitable has too many pitfalls that can hurt a lot more than the admission tax.

▲ ▲ ▲

Not Enough Arbitration?

Some papers are making much ado about the limited number of cases filed for arbitration under the consent decree. STR is not so minded. We felt from the start that the number of cases would be small in comparison to many of the estimates.

No doubt when the consent decree selling starts there will be a sharp increase in the filing of cases dealing directly with the provisions and interpretations of the decree, so that exhibitors will have precedents on which to base their claims.

Another reason why there has been no avalanche of arbitration cases is the very sensible and evident desire on the part of all the major companies to settle their differences without resorting to arbitration. This is vastly more indicative and encouraging than all the cases you could file in a month of Sundays.

▲ ▲ ▲

Industry Moves To Atlantic City

To judge by the list of reservations already set for the Variety Club National Convention in Atlantic City on May 15, 16 and 17, one may easily gain the very definite impression that the bulk of the motion picture industry will move to that resort city for the three days of this all-industry gathering.

When the record turnout in Dallas was tabulated last year the statement was made that it would never be exceeded. It is already known that the Dallas record will be surpassed, and so the 7th Annual Convention will, in all probability, set a new high to shoot at in the future.

The industry should be mighty proud of the Variety Clubs. Here is an organization that is part and parcel of our business and doing a charity job second to none. In every city where a Variety Tent exists the newspapers of the community have more good things to say about our industry and the clubs than the mud-throwers can blank out.

We need an organization like the Variety Clubs. The industry should not only support them but should encourage their manpower to take an active and interested part in the things the Variety Clubs are doing.

Speaking of the convention; if you want to meet the vast majority of those executives and industry people you know or know about, you can accomplish all this and have a swell time besides by attending the convention.

▲ ▲ ▲

Can MPTOA Show Its Strength?

The forthcoming MPTOA convention in Hollywood may furnish the answer to the oft-asked question, "Has MPTOA any real strength in its various units?"

There are, according to a letter from Ed Kuykendall, some twenty individual units of this organization from coast to coast. Just how many of them will be represented with large delegations remains to be seen.

By reason of not holding regular annual conventions some question was raised as to whether the MPTOA units are really standing solidly behind their national organization. The roll call and registration in Los Angeles early in June should definitely answer the question.

—"CHICK" LEWIS

Large Screen Television Now Available

Theatre Installations Differ From Home in Use of Wires Not Air

Large-screen television is a practical, ready-for-application actuality, it was made plain this week by RCA Manufacturing Company. Officials of the company informed the film trade press last Friday that RCA was ready with the equipment and awaited only orders to equip theatres for the televised form of show. At the same time it was made plain that RCA is not now interested in producing programs.

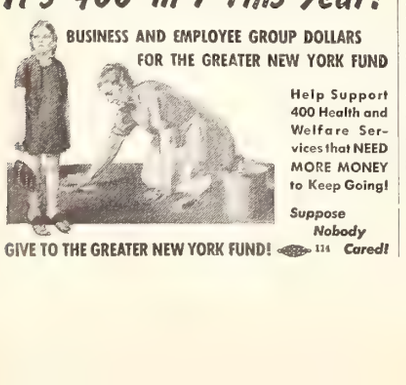
Theatre installations will cost from $30,000 down—dependent upon the production factor.

In revealing plans for commercial installation of theatre television equipments, the RCA officials said they did not know how, when, or by whom the programs for servicing these installations would come, but that for the present RCA and NBC were not contemplating any action toward producing shows for the theatre television screens.

The RCA men also explained that there is a vast difference between theatre and home television. The theatre television shows will be carried, or relayed, to various cities by wire, as contrasted with radio or "wireless" broadcast for home television. Speculation as to the type of programs which will be evolved for theatre presentation range from emphasis upon the superiority of spot sport events such as a big horse race or prize fight, to fragmentary flashes from Hollywood sound stages of pictures in the making as a means of whetting appetites of the public to see the finished film in its regular motion picture projection method. Speculation as to how the television show service would be paid for was to the effect that theatres would pay on a per-seat basis for the shows.

While television programs for theatres will not be available to theatres other than those subscribing to the service (the wiring of the programs makes them "private" and controllable) the theatre television equipment will permit theatres to pick up and use special events which are broadcast for home consumption.

The RCA officials said that the average competent projectionist can be trained to handle the television equipment within a reasonably short time. No plans have been made up to the present to service or make service-contracts a part of the equipment sale. The installations are to be sold outright, on such terms or deferred payments as will be determined later.





A testimonial luncheon was given this week for Charles Stern, who has been appointed district manager in the West. Left to right are Harry Gold, Haskell Masters, Stern, Arthur Kelly, Harry Buckley and Moe Streimer.

Minn. Law Will Be Contested

Measure Also Hits Non-Consenting Distribs; Majors May Apply to Federal Court for Relief From Decree

The Minnesota bill compelling distributors to sell pictures by seasons instead of in blocks of five, as demanded in the New York consent decree, became law this week upon the signature of Gov. Harold Stassen. At the same time industry attorneys pondered the questions raised by the measure and made plans to have it declared unconstitutional.

Under the consent decree, the distributors can apply to the Federal Court in New York for relief from the provisions of the State law which contravenes the decree. Quoting from Section XXIII of the decree:

"Whenever obligations or prohibitions are imposed upon the defendants by the laws of any State or by rules or regulations made pursuant thereto, with which the defendants must by law comply, the Court, upon application of the defendants, or any of them, shall from time to time enter orders relieving the defendants from compliance with any requirement of this decree in conflict with such laws, rules or regulations, and the right of the defendants to make such applications and obtain such relief is expressly granted."

Thus the major companies can get around what may appear to be an awkward situation in Minnesota or any other state which might enact similar legislation, without further recourse to any Courts but the one which signed the decree.

Selling plans would have to be partly revised to conform to the law, however. In effect the Minnesota law compels the distributors to maintain the same system of selling that has been in vogue in the past with the exception of the fact that they are now compelled to grant a 20 per cent cancellation. Furthermore, the measure would force Columbia, Universal, United Artists, Republic and Monogram to sell an entire season's program at one time. In the case of Columbia and Universal, ths practice has been maintained but United Artists which up till now has been selling one picture at a time has announced that in the future, it would sell in groups by producers. This plan, too, would be outlawed under the Minnesota measure.

Proposed Mich. Laws Hit Films

10 Per Cent Tax and Curb On Show Length Planned

A 10 per cent tax on every theatre admission and limiting of the length of shows to 150 minutes are proposed in bills introduced in the Michigan Legislature this week.

The purpose of the tax would be to raise money for vocational schools and to train Michiganders for national defense. An annual license fee of $5 would be imposed on all theatres collecting the tax.

The measure limiting the length of shows was backed by Cooperative Theatres of Michigan, whose spokesman said that repeated agreements to eliminate double features had been violated by a few exhibitors.

Plan Benefits for Relief Of Forest Fire Victims

Lakewood, N. J.—Stars of stage, screen, radio and sports will appear at two benefit stage shows to be held May 7 at the Strand and Palace theatres under the auspices of the American Red Cross for the relief of victims of the forest fires in the Lakewood area last week. Ed Sullivan, Broadway columnist, is honorary chairman of the shows, and Dr. Harry Brown, who operates the Lakewood film house, is in charge of arrangements.

124 Warner Theatres in Republic Product Deal

Two deals for Republic's 1941-42 product have been closed with Warner Bros. Theatres, it was announced this week. One involves 80 theatres in the Pittsburgh territory, while the other takes in Warners' 44 houses in the Washington territory.

RKO Release For Goldwyn

Company Also to Handle "Fantasia" Distribution

A deal whereby RKO Radio will distribute Goldwyn pictures has been closed with Samuel Goldwyn, it was announced this week by President George J. Schaefer. First two films to be released under the RKO banner will be Bette Davis in "The Little Foxes" to be followed by a Gary Cooper picture.

In another important announcement, the Walt Disney office disclosed that Disney's "Fantasia," the public showing of which has been confined to a dozen large cities because of the costly and complicated equipment necessary for its presentation, is soon to be "roadshowed" on a much larger scale than originally anticipated. A surmounting of enginering problems was given as the reason for the decision.

It was pointed out that during the past year Disney technicians have been experimenting in the attempt to reduce the music of eight sound tracks to film width that would permit "Fantasia" to be projected through standard equipment yet retain all the richness of the original quality of the sound. That method has been perfected, it was said.

Thus the conquest of the technical problems makes it possible for the Walt Disney organization to turn over the film to RKO for world-wide distribution.

Picture Pioneers Plan Spring Conference Dinner

Plans are being formulated by the Executive Committee of the Picture Pioneers for the annual Spring Conference Dinner to be held during the third week in May. Details will be announced shortly, according to Jack Cohn, House Manager.

SHOWMEN'S Trade Review

Vol. 34, No. 15 May 3, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 9: Philadelphia Warner Club spring dinner.
May 10: Minneapolis Variety Club charity ball, Nicollet Hotel.
May 11-12: ITO of Arkansas annual convention, Marion Hotel, Little Rock.
May 12: Abe Weiner-Joe Gins testimonial, William Penn Hotel, Pittsburgh.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 13: New Haven Metro Pep Club spring dinner dance, Waverly Inn.
May 15: ITO of Montana meeting, Billings.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 6: Film Bookers Club of Chicago annual dinner-dance, Sherman Hotel.
June 8-12: MPTOA annual convention, Los Angeles.
June 8-12: PCC of ITO annual convention, Los Angeles.
June 11-13: New Jersey Allied convention, Ritz Carlton Hotel, Atlantic City.
June 16-19: RKO Sales Convention, Waldorf-Astoria, New York.
June 24: Boston Variety Club charity ball.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Harmon May Take Breen P.C.A. Post

Latter Considers Offer to Make South American Tour

Hollywood—Joseph Breen, whose resignation as director of the Production Code Authority was announced earlier this week, may be succeeded by Francis F. Harmon, executive assistant to Will H. Hays, it is believed here.

Reports that he had received overtures to become head of the RKO studios were formally denied by Breen. However, he confirmed that he had been invited by "Jock" Whitney to make a South American tour in the interest of the American film industry, but added that he had, as yet, made no decision.

Celebrities Attend 'Citizen Kane' Premiere

Attended by a galaxy of stage, screen and radio figures, as well as representative leaders from various spheres of activity, the world premiere of Orson Welles' "Citizen Kane" took place Thursday evening at the RKO Palace.

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

20th to Have Three Blocks Of Five Ready By August 1

Titles Set on Majority of Projected Features for New Season; Schedule Calls for 4 in Technicolor

With production plans which call for a greater number of pictures to be before the cameras between May and August than in any similar period in the company's history, 20th Century-Fox will have three blocks-of-five, ready for delivery when the new season starts on August 1, according to President Sidney R. Kent and Charles E. McCarthy, publicity and advertising chieftain, before their departure this week for Hollywood.

Among the new season films now in production are "Belle Starr," post-Civil war Technicolor special; "A Yank in the RAF," exploiting the American Eagle Squadron now with the British air service; "Moon Over Miami," in Technicolor, starring Don Ameche and Betty Grable, and "Dressed to Kill."

Scheduled for early production are "Charley's Aunt," starring Jack Benny with Kay Francis; "Wild Geese Calling," based on Stewart Edward White's novel, with Henry Fonda and Joan Bennett; "Remember the Day," based on the Philip Dunning-Phil Higley stage play, starring Claudette Colbert; "Pitt, the Younger," with Robert Donat, to be produced in London; "The Bouncer and the Lady," with Cesar Romero and Carole Landis; and "The Dead Take No Bows."

"The Last of the Duanes," Zane Grey story introducing George Montgomery; "Private Nurse," with Brenda Joyce and Jane Darwell; "Honeymoon in Havana," first William LeBaron 20th-Fox production which will be a musical featuring Betty Grable, Carmen Miranda, Henry Fonda and Cesar Romero; "Law and Order," from an original story by Rowland Brown; "Down to the Sea in Ships," with Tyrone Power and Laird Cregar; "Bowery Nightingale," first Mark Hellinger 20th-Fox production which will be a musical drama starring Alice Faye; "A Straight Left," "Flight Surgeon" and "Miss Pilgrim's Progress," all three on the LeBaron schedule.

"Sioux City," in Technicolor from a story by J. Hyatt Downing; "21 Men and a Girl," musical; "Too Much for One Man"; George M. Cohan's "Song and Dance Man" starring Jack Oakie; "Confirm or Deny," with Tyrone Power as a war correspondent; "Gift of the Magi," an O. Henry story; "Swamp Water," from the novel by Vereen Bell; "Forward March," with Laurel and Hardy; "The Night the World Shook," a Technicolor special; "Delayed Action," newspaper girl-in-the-war story from the Stephen Fisher novel; "Coney Island," based on stories by Edward Van Every; Mark Hellinger's "Last Year's Genius," "God in His Heaven" and "Moon Tide," the latter, adapted from Willard Robertson's novel, to star Jean Gabin.

"My Life and Hard Times," from the James Thurber stories; "The Bucharest Ballerina Murders," F. Van Wyck Mason mystery which may feature Loretta Young; "Green Entry," by F. Ruth Howard; "Fifth Avenue"; "Brooklyn Bridge"; "We Go Fast," from the Dong Welch *Saturday Evening Post* story; "The Light of Heart," from Emlyn Williams' British stage play; "How Green Was My Valley," novel by Richard Llewellyn, for which Maureen O'Hara has been borrowed from RKO; "School for Soldiers"; "Stand Up and Cheer," musical with Don Ameche and Betty Gable; two more London-made features, "Spitfire," an RAF story, and "Paddy, the Next Best Thing."

Other stories in preparation include "Benjamin Blake," "Blind Man's House," "The Golden Touch," "Lazy Galahad," "Duchess by Appointment," "Between You and Me," "The Boy, the Girl and the Dog," "Fraternity," "Finder's Keepers," "Improper Relations," "Song of the Islands," "Not for Children," "The Black Swan," "Rise and Shine," "I Won't Dance," "Private Confusion," "My Gal Sal," "I Wake Up Screaming" and "Accent on Love."

AMPTO Plans War On 16mm. Versions

Claim Non-Theatrical Show Would Harm Distributors

Pittsburgh—With AMPTO of Western Pennsylvania formulating plans to press the issue with National Allied, a national drive against 16 mm. reductions of theatrical motion pictures looms as a certainty.

Company plans to make 16 mm. versions available for non-theatrical showings would encourage opposition to the companies as well as to the theatres, AMPTO claims, and contends that the revenue to be derived from 16 mm. exhibitors could not offset the loss in revenue the competition would mean to theatre operators, and as a result, to the distributors themselves.

Record Crowd Expected at National Variety Meeting

That a record-breaking number of delegates and their guests would attend the Variety Club convention at Atlantic City on May 15, 16, 17, was indicated this week as reservations began to pile up in the committee's headquarters. Although it is too early to give an accurate estimate, it was predicted that the number of barkers, their wives and friends expected to come to the resort city would number in the thousands, exceeding past confabs by a big margin.

ON THE DOTTED LINE



United Artists and Columbia sign contracts entering five man bowling teams in a tournament to be held starting June 1 at the Roxy Bowling Center in New York. Left to right are J. Andrew Parmerton, manager of Roxy Alleys; Leo Jaffe of Columbia; Murray Briskin, president of Roxy Alleys; and W. Vernon Kennedy of United Artists.

Astor Business for '41 1st Quarter Shows Gain

Astor Pictures' volume of business for the first quarter of 1941 almost doubled that reported for the same quarter last year, R. M. Savini, head of the company, announced this week.

A pioneer in reissuing stand-out attractions in a stepped-up form, the increased sales, Savini said, are attributed to a plan of close contact with circuit operators and emphasis on specialized selling by Astor's 28 franchise holders. The company's latest release is a streamlined version of "The Last Mile."

'Major Barbara' to Have Gala Premiere at Astor

Gabriel Pascal's "Major Barbara" will have a gala premiere at the Astor Theatre, New York, on Tuesday evening, May 13, following the run of "I Wanted Wings." All seats will be reserved for the opening, but starting Wednesday, May 14, it will be shown on a continuous-run policy at popular prices.



GALA RETURN RELEASE O
HIT THAT MADE HYSTER



The Stars of "Philadelphia Story"



THE COMEDY AL HISTORY!

Two great stars, at the peak of their popularity, in a show jam-packed with unrestrained fun! The roaring romance of a serious-minded young professor and a dizzy dame with millions—not to forget that leopard on the loose! Its laughs are bigger than ever!

NEW PRINTS! NEW POSTERS! NEW ACCESSORIES!



KATHARINE HEPBURN · CARY GRANT

in a HOWARD HAWKS PRODUCTION

BRINGING UP BABY

RKO RADIO PICTURES

with CHARLES RUGGLES • BARRY FITZGERALD • MAY ROBSON
WALTER CATLETT • FRITZ FELD • *Directed by* HOWARD HAWKS
Associate Producer CLIFF REID • *Screen Play by* DUDLEY NICHOLS and HAGAR WILDE

More Exhibs Ask Clearance Cuts Through Arbitration

El Monte, Cal., House Makes Second Request for Wholesale Readjustment; Missouri Case Settled

A second request for the wholesale re-adjustment of city-wide clearance, was made this week by the owners of the El Monte Theatre, El Monte, Cal., when the five consenting companies and Universal, Republic, United Artists and the Edward Wheeler Circuit of Alhambra, Cal., were named in a complaint filed in the Los Angeles Tribunal. Last week, O. W. Lewis, proprietor of the Mission Playhouse, San Gabriel, Cal., made a similar request.

Settlement of the pending case of the Rialto Theatre, Cape Girardeau, Mo., against RKO and Fox Midwest Theatres for some run, was announced.

New cases filed in other tribunals during the week follow:

Day-and-date availability with the Rivoli Theatre, West Haven, was requested by the Forest Theatre, of the same town.

Majestic Theatre, Ellwood City, Pa., demanded product from RKO, 20th-Fox and Warner Bros.

Beacon Theatre, Pittsburgh, requested day-and-date availability with the Squire Hill Theatre, of the same city.

Reduction in clearance has been requested by the Nile Theatre, Mitchell, Neb., naming the majors and Egyptian, Bluffs and Oto Theatres, of Scottsbluff, Neb., the Grove and Riviera of Gering, Neb., and the Delmar, Morrill, Neb.

Elimination of the present 14 days' clearance of the Strand and Park Theatres, Taunton, Mass., has been asked by the Grand Theatre, Whittenton, Mass.

On the ground that he was asking for specific run instead of clearance, Jack Fields of the Cameo Theatre, Jersey City, agreed to discontinue his arbitration complaint against the major distributors. Fields said he would re-file his complaint in September.

'Orleans' Player, Producer, Director Write to Exhibitors

Exhibitors with Universal pictures under contract were surprised this week to receive three communications—one from Bruce Cabot, featured in the film, another from Director Rene Clair and another from Producer Joe Pasternak—endorsing the entertainment qualities of "Flame of New Orleans" and urging "top-notch showmanship" and inviting "a report of your engagement."

HANDING IT OVER



Leon Bamberger (right), retiring President of the AMPA, hands the gavel over to Vincent Trotta, newly elected head. Bamberger recommended in his closing address that a testimonial dinner be given to Will Hays under AMPA auspices next March to mark his 20th Anniversary.

Schenck Quits Board

The resignation of Joseph M. Schenck as chairman of the board of directors of Twentieth Century-Fox has been accepted. He will continue his production activities.

A notice was filed this week by Harold R. Corbin, attorney for Schenck and Moskowitz, that the defendants were appealing from the jury's verdict in the recent tax trial.

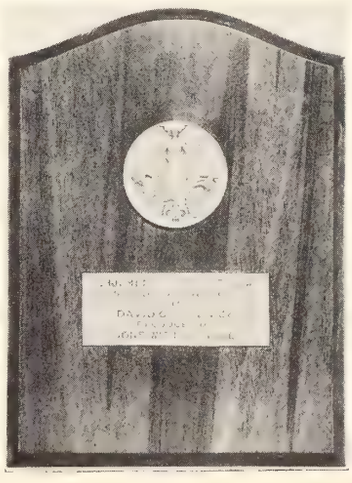
UA Meets Postponed

Because of impending deals with producers who may join the United Artists roster, district sales meetings have again been postponed.

SELZNICK RECEIVES STR AWARD FOR "GONE WITH THE WIND"



Mary Pickford hands David O. Selznick, producer of "Gone With The Wind" the special award given to the producer by the votes of the exhibitors of the U. S. while Ann Lewis, STR West Coast manager, looks on. The award was given on the basis of votes by exhibitors for "Gone With The Wind" as the biggest box office attraction ever made. A close-up of the award itself appears below. The presentation was made by "America's Sweetheart" in Selznick's office in Hollywood. It is the first tribute to him or the picture on behalf of exhibitors, although twelve Academy Awards were bestowed for work in GWTW.



Taxes Concern WholeIndustry

Theatres to Be Subject To Additional Imposts

The tax program advanced by Congress has caused considerable concern in all branches of the industry because of the heavy imposts on many items indispensable to theatre operation and the prospect that the heavy income taxes and excise taxes proposed may cut theatre attendance.

Indubitably, taxes will be many times higher than heretofore because of the determination of the Government to raise one-third of the requirements for defense through taxes and two-thirds by borrowing. Exactly what the taxes will be is still a matter of speculation, but the Treasury's first proposals for high income taxes have been slightly reduced by tax experts in Congress, who propose additional excise taxes to make up the deficiency. Nevertheless, it is felt by theatremen that the additional levy on incomes will be so steep that many patrons will budget their funds to meet them, cutting down first on amusements.

All of the proposals contemplate reducing the exemption on admission taxes to 9 cents so that all tickets will be taxed, but there have been no proposals for an increase in the present rate of one cent in each ten or fraction thereof.

Among the new imposts suggested by the House Ways and Means Committee experts is a tax of 5 per cent on film rentals. Whether this would be collected from the exhibitor or the distributor is immaterial in most theatremen's minds—the tax will indubitably be paid by the exhibitor. Based on an aggregate annual film rental of $350,000,000, this would amount to $17,500,000 annually. Since the average theatre's film bill is approximately 30 per cent, this would add one and one-half per cent to the cost of operation of every theatre.

A one-cent levy on electric light bulbs is another suggested excise tax. This, too, would cost the industry plenty. Any exhibitor who wants to figure out how many bulbs he buys in a year, can easily determine his share of this impost, which would be added to any local sales taxes already in effect.

A five per cent tax on slot machines of all kinds, is also contemplated. This would be paid by the owner of the machine who is free to pass it on to a lessee.

The individual theatre owner, who does not operate his business as a corporation will find his income more heavily taxed than ever. Whether it is through lowered exemptions, abolition of earned income credits or the imposition of higher surtaxes on lower brackets, he will nevertheless pay considerably more.

The great majority of theatres, operated through corporations will suffer in a similar way. Not only will the corporation and excess profits taxes be heavily increased, but the salaries of the officers are subject to the additional sums payable for personal income.

David O. Selznick

PRODUCER OF "REBECCA" and "GONE WITH THE WIND"

announces for immediate playdates the re-issue of two of his greatest box-office pictures!



Selznick International presents

RONALD COLMAN

in

The PRISONER OF ZENDA

with MADELEINE CARROLL

DAVID NIVEN • RAYMOND MASSEY

MARY ASTOR • C. AUBREY SMITH

and

DOUGLAS FAIRBANKS, Jr.

From the celebrated novel by

ANTHONY HOPE

Directed by JOHN CROMWELL

Produced by DAVID O. SELZNICK



Selznick International presents

MARK TWAIN'S

The ADVENTURES OF TOM SAWYER

IN TECHNICOLOR

Produced by DAVID O. SELZNICK

Directed by NORMAN TAUROG

RELEASED THRU UNITED ARTISTS

The Box Office Slant

Rookies on Parade

Republic Comedy with Music 69 mins.

(Prod. No. 13—Nat'l Release, April 17)

AUDIENCE SLANT: (Family) Small town and neighborhood audiences will enjoy it.

BOX OFFICE SLANT: This type of film seems to be doing successfully in most situations these days.

Cast: Bob Crosby, Ruth Terry, Gertrude Niesen, Eddie Foy, Jr., Marie Wilson, Cliff Nazarro, William Demarest, Sidney Blackmer, Horace MacMahon, William Wright, Jimmy Alexander, Louis Da Pron, Bill Shirley. Credits: Associate Producer, Albert J. Cohen. Directed by Joseph Santley. Screenplay by Karl Brown, Jack Townley and Milt Gross. Original story by Sammy Cahn and Saul Chaplin. Director of photography, Ernest Miller. Art direction, John Victor Mackay. Musical direction, Cy Feuer. Orchestrations by Gene Rose and Walter Scharf. Film editor, Charles Craft.

Plot: Crosby and Foy are about to have a show produced when the draft intervenes. In camp, Crosby arranges to put on the show for the boys. When it scores a hit, Blackmer attempts to buy it, but Crosby informs him it's not for sale—he has given it to the Army.

Comment: In view of the success of another recently-produced comedy dealing with Army life, it's quite likely that "Rookies on Parade" will do pretty well in the small towns and neighborhoods. It isn't Class A film fare, however, and despite its comparatively short running time tends to drag in spots. The comical situations one would associate with a film of this type are there, interspersed with tuneful musical numbers. Besides enacting the leading feminine role quite capably, Ruth Terry delivers a couple of songs in audience-winning style, while Marie Wilson, Eddie Foy, Jr., Cliff Nazarro and William Demarest capably contribute to the comedy sequences. In the leading role Bob Crosby impersonates a soldier—a wooden one. For selling suggestions see Showmanalysis in this issue on page 46.

Catchline: "A barrage of tunes and riotous comedy."

The Great American Broadcast

(Hollywood Preview)

20th Cent.-Fox Drama-with-Music 90 mins.

(Prod. No. 140—Nat'l Release, May 9)

AUDIENCE SLANT: (Family) Another filmusical similar to "Tin Pan Alley" but built around the history of radio. A real treat for everyone.

BOX OFFICE SLANT: Should be one of the top ranking successful features of this season. Surefire sock show for any box-office.

Cast: Alice Faye, Jack Oakie, John Payne, Cesar Romero, Four Ink Spots, James Newill, Nicholas Brothers, Wiere Brothers, Mary Beth Hughes, Eula Morgan, William Pawley, Lucien Littlefield and others. Credits: Directed by Archie Mayo. Original screenplay by Don Ettlinger, Edwin Blum, Robert Ellis and Helen Logan. Directors of photography, Leon Shamroy and Peverell Marley. Film editor, Robert Simpson. Musical direction by Alfred Newman. Lyrics and music by Mack Gordon and Harry Warren. Associate Producer, Kenneth Macgowan.

Plot: The promoter of radio marries the sweetheart of his hard-working technician, which breaks up the team. The technician gets himself a backer and things begin to boom for him, but the promoter loses out. He then walks out on his wife after a quarrel. They are brought together again by the technician who uses the promoter's original idea for the first coast-to-coast hookup to bring him back.

Comment: This picture will undoubtedly stand among the top ranking successful features of the season because here again 20th-Fox proves its unquestioned ability to turn out sparkling, entertaining musicals. The producers have taken the history of radio's growth since the crystal sets of 1917, built a tightly-woven dramatic story around it, embellished it with captivating music and a few top specialty numbers and turned it into a surefire sock show at any box office. Perfect casting is one of the most valuable contributions to the success of the film, with Alice Faye singing exceptionally well and handling her dramatic moments with ability; John Payne at his best; Jack Oakie, to whom the show really belongs, turning in a whale of a performance and Cesar Romero exactly right in his part. Each specialty number is a treat in itself and worthy of mention is the way in which the actual scenes of the Willard-Dempsey fight have been cut into the picture. Archie Mayo's direction blends all the ingredients with an eye to wide audience appeal and he deserves credit for an outstanding production. There are eleven new songs which are ideal for cooperative ads with your local radio merchants and music stores. Local bands, orchestras, radio stations, etc., should cooperate by playing the songs prior to and during your run. Make newspaper announcements in publicity stories that the first twenty persons to bring an early crystal set radio to the theatre for display will receive free passes and use the sets so received for lobby display.

Catchline: "Romantic cavalcade of American radio."

Legion of Decency Ratings

(For Week Ending May 3)

SUITABLE FOR GENERAL PATRONAGE

Drums of the Desert
The Haunted House
Pals of the Pecos
Ole Swimmin' Hole
The People vs. Dr. Kildare
Ridin' the Cherokee Trail

SUITABLE FOR ADULTS ONLY

Affectionately Yours
Strange Alibi
Roar of the Press
Dead Man's Shoes
Under Age
Citizen Kane
Rookies on Parade
The Invisible Ghost

Lady From Louisiana

Republic Period Drama 82 mins.

(Prod. No. 14—Nat'l Release, April 22)

AUDIENCE SLANT: (Adult) A satisfying film containing ingredients that will make it popular with most audiences.

BOX OFFICE SLANT: Should draw well, but this will depend on the amount of selling effort put behind it.

Cast: John Wayne, Ona Munson, Ray Middleton, Henry Stephenson, Helen Westley, Jack Pennick, Dorothy Dandridge, Shimen Ruskin, Jacqueline Dalya, Paul Scardon, Major James H. McNamara, James C. Morton, Maurice Costello. Credits: Associate Producer and Director, Bernard Vorhaus. Screenplay by Vera Caspary, Michael Hogan and Guy Endore. Original story by Edward James and Francis Faragoh. Director of photography, Jack Marta. Art direction, John Victor Mackay. Musical direction, Cy Feuer. Film editor, Edward Mann.

Plot: Not until after she has fallen in love with him does Ona Munson learn that John Wayne has been engaged by the anti-lottery league to run the lottery, which her father (Stephenson) heads, out of town. When Stephenson dismisses Middleton, his first lieutenant, Middleton has his henchmen murder him, makes the deed appear to be the work of the reformers. This causes a rift between Ona and John, but when she eventually learns of his innocence, they are reunited.

Comment: In "Lady From Louisiana" Republic has turned out a satisfying bit of entertainment. While it may have a few flaws, the fact remains that it contains ingredients to make it popular with most audiences. In fact, there have been films with the same locale which, although more highly touted, suffer in comparison. There is a logical story in which romance, villainy, humor, action and a catastrophic flood play important parts. Despite the absence of "stand-outs," the performances of John Wayne, Ona Munson, Ray Middleton, Henry Stephenson and Helen Westley are consistently good, and Bernard Vorhaus' direction is noteworthy. Knowing that the film has strong audience appeal, exhibitors should make it a point to back "Lady From Louisiana" with a well-planned exploitation campaign in which the Mardi Gras angle, merchant tieups, street ballyhoo and newspaper promotion are given special emphasis.

Catchline: "Romantic adventure in the land of a thousand holidays."

A Very Young Lady

(Hollywood Preview)

20th Century-Fox Comedy Drama 79 mins.

(Prod. No. Not Set—Nat'l Release, June 27)

AUDIENCE SLANT: (Family) A natural for younger audiences and will interest most older patrons.

BOX OFFICE SLANT: Should better the average for the Jane Withers' pictures.

Cast: Jane Withers, Nancy Kelly, John Sutton, William Edmonds, Janet Beecher, Richard Clayton, June Carlson, Charles Halton, Cecil Kellaway, Marilyn Kinsley, Jo Ann Ransom, Catherine Henderson, Lucita Ham, June Horne, others. Credits: Directed by Harold Schuster. Associate producer, Robert T. Kane. Screenplay by Ladis Fodor and Elaine Ryan from Fodor's play. Director of photography, Edward Cronjager. Film editor, James B. Clark.

Plot: John Sutton, principal, and Nancy Kelly, teacher, in an exclusive girls' school, plot to encourage Jane Withers, a pupil, to forget some of her tomboy antics. The youngster misunderstands Sutton's gift of a corsage to wear at a school dance. Jane goes through all the throes of violent puppy love, but snaps out of it through interest in Richard Clayton, student at a near-by boys' school, her first kiss from him and the chance to operate his motorcycle.

Comment: Aimed frankly at the younger audiences and hitting the bullseye squarely, this one should equal or better the average for the Jane Withers' pictures. She does her most emotional work to date, and comes through both it and the suggestion of her first screen kiss in trouper like style. Standing out among the supporting cast are William Edmonds, cast as the old gardener; John Sutton as the school principal who is the unsuspecting object of the puppy love and Nancy Kelly as the understanding young teacher, although the latter's part could have stood more length. While the plot is the repetition of countless predecessors, Jane's acting and a good change of pace in Harold Schuster's direction keeps it moving. For Jane Withers' fans, plugging of the fact that this marks her first screen kiss should be all that is needed to arouse their interest; for others it will prove an excellent co-feature on any bill which needs a combination of comedy and drama. If there are private girls' and boys' schools in your city, some special

arrangements for their attendance on opening day could prove effective exploitation.

Catchline: "Jane's first romance — and kiss."

The Wildcat of Tucson

Columbia **Western** **59 mins.**

(Prod. No. 2211—Nat'l Release, Dec. 31, 1940)

AUDIENCE SLANT: (Family) Entertaining action western, with plenty of laughs for good measure.

BOX OFFICE SLANT: Typical western business.

Cast: Bill Elliott, Evelyn Young, Stanley Brown, Dub Taylor, Kenneth MacDonald, Ben Taggart, Edmund Cobb, George Lloyd and Sammy Stein. **Credits:** Original screenplay by Fred Myton. Director of photography, George Meehan. Film editor, Charles Nelson. Directed by Lambert Hillyer.

Plot: Stanley Brown who plays the brother of Bill Hickok, enacted by Bill Elliott, goes to jail on a trumped-up charge of murder, convicted by a crooked judge at the behest of a gang of outlaws. Brown escapes while his brother is trying to spring him by legal means. Later, Elliott squares the judge with the vigilantes and he slays the gang's chieftain in a duel.

Comment: This is another in the series of Adventures of Wild Bill Hickok, starring the modern counterpart of William S. Hart, of the old silent days. Comedy relief is added by Dub Taylor as the bungling cowboy, ever finding new ways of falling off his horse. The film is a good supporting number, especially for Bill Elliott's followers. Bill's handy with the pistol and his quickness on the draw has brought him a legion of loyal supporters. Play to this group in your exploitation.

Catchline: "Wild Bill restores order when his brother fails."

The Singing Hill

(Hollywood Preview)

Republic **Musical Western** **75 mins.**

(Prod. No. 46, Nat'l Release, April 26)

AUDIENCE SLANT: (Family) One of the best of the series. Swell entertainment for any type of audience.

BOX OFFICE SLANT: With a little extra effort on your part, this one will assay high at the ticket windows. Should garner new fans for Autry.

Cast: Gene Autry, Smiley Burnette, Virginia Dale, Mary Lee, Spencer Charters, Gerald Oliver Smith, George Meeker, Wade Boteler, Harry Stubbs, Cactus Mack, Jack Kirk. **Credits:** Directed by Lew Landers. Screenplay by Olive Cooper. Original story by Jesse Lasky, Jr., and Richard Murphy. Photographed by William Nobles. Film editor, Les Orlebeck. Associate Producer, Harry Grey.

Plot: When a spoiled heiress tries to go back on her father's friends and sell her ranch, Gene Autry, her foreman, takes a hand because the sale would put the other ranchers out of business. He goes to the city, brings her back with him and finally forces her to see the damage the sale would cause.

Comment: There can be little doubt that this latest Gene Autry starrer will please his host of fans because it's one of the best to date. Given excellent production and direction, a bang-up supporting cast and swell musical numbers, it's a well-made job in every respect. The addition of Virginia Dale as Gene's leading lady, is one of the outstanding features of the film. Miss Dale's work is a delight to behold. Others, beside Autry, who shine in the large cast, are Smiley Burnette and Mary Lee. The story, filled with comedy and music, is as fine as Republic has given its western star and the results obtained by Director Lew Landers will gain many new fans for Autry. Arrange windows and cooperative newspaper ads with merchants handling the Gene Autry tie-ups.

Catchline: "Gene tames a spoiled heiress."

Tumbledown Ranch in Arizona

(Hollywood Preview)

Monogram **Western** **60 mins**

(Nat'l Release, April 20)

AUDIENCE SLANT: (Family) Will please where the series has become popular.

BOX OFFICE SLANT: Okay for the action spot on duals.

Cast: Ray Corrigan, John King, Max Terhune, Sheila Darcy, Marian Kerby, Quen Ramsey, James Craven, John Elliott, Jack Holmes, Steve Clark, Sam Bernard. **Credits:** Directed by S. Roy Luby. Story by Milton Raison. Photography by Robert Cline. Film editor, Roy Clair. Produced by George W. Weeks.

Plot: Real estate crooks swindle the ranchers out of their land for a railroad right-of-way until the Range Busters come along and retaliate when they are sworn in as deputies. They not only save the land, but put the gang in jail.

Comment: This picture, the latest in the "Range Busters" series, will fit in okay on the action spot of duals. It's good screenfare for the western addicts and should please patrons where the series has become popular. As usual, Ray Corrigan, John King and Max Terhune head the cast and they turn in their swell brand of trouping, aided by a better-than-average supporting cast. Only weak link in the film is the story, but most of the outdoor addicts will take it on face value. Production and direction are nicely handled. Offer pictures of the "Range Busters" to the first ten to appear at your boxoffice on opening day. Dress lobby and front in western manner.

Catchline: "Fighting for the peace and happiness of the plains.

Mutiny in the Arctic

(Hollywood Preview)

Universal **Action** **61 mins.**

(Prod. No. 5054—Nat'l Release, April 18)

AUDIENCE SLANT: (Family) For the youngsters and less discriminating action fans.

BOX OFFICE SLANT: Normal for this series.

Cast: Richard Arlen, Andy Devine, Anne Nagel, Addison Richards, Don Terry, Oscar O'Shea, Harry Cording, Jeff Corey, Harry Strang, John Rogers, others. **Credits:** Directed by John Rawlins. Associate producer, Ben Pivar. Screenplay by Maurice Tombragel and Victor McLeod, from original by Paul Huston. Director of photography, John W. Boyle. Film editor, Ed Curtiss.

Plot: Richard Arlen and Andy Devine discover an Arctic mountain rich in ore. Addison Richards, suitor of Anne Nagel, Devine's sister, joins their expedition. He plans with Don Terry to kill the captain and seize the ship. It hits an iceberg. Anne flies up to search for the lost party, but wrecks her plane when she finds them. Arlen brings the natives to their rescue, beats Terry to get the mine back.

Comment: While not up to the previous standard set for this Arlen-Devine series, this one should do for Saturday shows when juveniles predominate, and as a supporting feature in houses where action is demanded by not too critical audiences. It is a combination of new shots and some exceptional scenic and flying scenes left from the same company's "S. O. S. Iceberg." Use of this latter material shortens the dialogue, and makes this story quite sketchy. Top performance honors go to Addison Richards, as the double-crosser whose conscience and fear drive him to death at the hands of a polar bear, while the complete absence of punch comedy will prove unpopular with some. A lobby display of Eskimo or Greenland Indian articles can be used for an advance effort to increase interest on this one.

Catchline: "Dramatic action in the world's least known area."

NEW ENDING

At the time of its review in STR (April 19, p. 11) "Ziegfeld Girl" concluded with the death of Lana Turner at the theatre during a performance of the Follies. Because of adverse criticism, the producers have revised the ending so that Lana lives, settles down on Long Island with James Stewart to raise ducks.

The Big Boss

(Hollywood Preview)

Columbia **Drama** **70 mins.**

(Prod. No. Not Set—Nat'l Release, April 28)

AUDIENCE SLANT: (Adult) Should be acceptable because of its fine performances.

BOX OFFICE SLANT: Poor story material will hold down business.

Cast: Otto Kruger, Gloria Dickson, John Litel, Don Beddoe, Robert Fiske, George Lessey, Joe Conti. **Credits:** Directed by Charles Barton. Original screenplay by Howard J. Green. Photography by Benjamin Kline. Film editor, Viola Lawrence. Producer, Wallace McDonald.

Plot: Two brothers, separated in childhood, meet again when one is the governor of the state and the other is the head of a crooked political machine. The crook gives himself up and is hanged for a murder, rather than cause the governor to resign because of the scandal.

Comment: Good performances by Otto Kruger, John Litel and the rest of the cast are the only redeeming feature of this program filler. The story is a bit far-fetched and burdened with dialogue that slows down to a walk in too many spots. The picture has a political background with an involved plot of business racketeering, and unfortunately never rings true. Best running spot would be as a second feature in the subsequent runs. Direction is head and shoulders above the material. Use election style of ballyhoo in your selling. Spot teaser ads on "Who is the Big Boss," in your local newspapers.

Catchline: "The one 'good' deed cleared his shady past."

The Pioneers

(Hollywood Preview)

Monogram **Western** **61 mins.**

(Nat'l Release, May 10)

AUDIENCE SLANT: (Family) Will get by with the Ritter fans.

BOX OFFICE SLANT: Strictly juvenile fare for the Saturday matinee trade.

Cast: Tex Ritter, Arkansas "Slim" Andrews, Red Foley, Doye O'Dell, George Chesebro, Del Lawrence, Wanda McKay, Post Park, Karl Hackett, Lynton Brent, Chick Hannan, Gene Alsace, Jack Smith, Chief Many Treaties, Chief Soldani. **Credits:** Directed by Al Herman. Screenplay by Charles Anderson. Photography by Marcel LePicard. Film Editor, Fred Bain. Produced by Edward Finney.

Plot: A wagon train, guided by Tex Ritter, is ambushed by Indians, who have been stirred up by a white renegade. When Ritter makes a deal with the Chief to let the train through, the whites raid the wagons and try to lay the blame on the Indians. However, one of the band is caught and the plot is brought out into the open.

Comment: Tex Ritter's last picture for Monogram, is strictly juvenile fare for the Saturday matinee trade. The picture follows the usual western formula, with a few songs spotted here and there, and covered wagons, Indian raids, hard-riding and fist fights. Out of this conglomeration, the musical spots are the most worthy. The story suffers from too many inconsistencies to make it plausible entertainment for the adults. Ritter

(*Continued on Page 43*)

HERE'S HOW 1940-41 PROGRAMS STAND

COLUMBIA

COMPLETED

2201 Durango Kid (W)
2032 Fugitive From a Prison Camp
2209 Prairie Schooners (W)
2018 So You Won't Talk?
2030 Nobody's Children
2202 West of Abilene (W)
2038 Girls Under 21
2016 Blondie Plays Cupid
2210 Beyond the Sacramento (W)
2021 Lone Wolf Keeps a Date
2012 Escape to Glory
2024 Ellery Queen, Master Detective
2203 Thunder Frontier (W)
2031 Great Plane Robbery
2033 Phantom Submarine
2101 Arizona
2211 Wildcat of Tucson (W)
2005 This Thing Called Love
2204 Pinto Kid (W)
2029 Face Behind the Mask
2028 Devil Commands
2212 Across the Sierras (W)
2006 Adam Had Four Sons
2205 Outlaws of the Panhandle (W)
2027 Meet Boston Blackie
2044 Missing Ten Days
2015 Blondie Goes Latin
2022 Lone Wolf Takes a Chance
2025 Ellery Queen's Penthouse Mystery
2213 North from the Lone Star (W)
Big Boss
2034 Great Swindle
Voice in the Night
Under Age
They Dare Not Love
Return of Daniel Boone (W)
Penny Serenade

BEING EDITED

Time Out for Rhythm
Her First Beau
Hands Across the Rockies (W)
Officer and the Lady
Adventure in Washington
Betty Co-Ed
Naval Academy
She Knew All the Answers
I Was a Prisoner on Devil's Island
Obituary
One Way Street
Son of Davy Crockett (W)

IN PRODUCTION

Blondie in Society
Heaven Can Wait
Our Wife
Tillie the Toiler

METRO-GOLDWYN-MAYER

COMPLETED

101 Dr. Kildare Goes Home
102 Wyoming
105 Sky Murder
103 Strike Up the Band
104 Haunted Honeymoon
106 Dulcy
107 Third Finger, Left Hand
109 Hullaballoo
108 Escape
110 Bittersweet
111 Gallant Sons
112 Little Nellie Kelly
124 Bad Man
132 Men of Boystown
126 Andy Hardy's Private Secretary
115 Dr. Kildare's Crisis
114 Go West
119 Philadelphia Story
113 Comrade X
120 Land of Liberty
116 Keeping Company
117 Flight Command
122 Come Live With Me
118 Maisie Was a Lady
121 Wild Man of Borneo
128 Rage in Heaven
127 Free and Easy
123 Blonde Inspiration
129 The Penalty
131 Washington Melodrama
People vs. Dr. Kildare
130 Ziegfeld Girl

BEING EDITED

Billy the Kid
Love Crazy
I'll Wait For You
A Woman's Face
Dr. Jekyll and Mr. Hyde
Lady Be Good
Blossoms in the Dust

IN PRODUCTION

Bargain Basement
Getaway
Barnacle Bill
Unholy Partners

MONOGRAM

COMPLETED

The Ape
Drums of the Desert
Ol' Swimmin' Hole
Outsider
Orphans of the North
Range Busters (W)
That Gang of Mine
Trailin' Double Trouble(W)
Chamber of Horrors
Phantom of Chinatown
West of Pinto Basin (W)
Take Me Back to Oklahoma (W)
Her First Romance
Trail of the Silver Spur (W)
Pride of the Bowery
Rollin' Home to Texas (W)
You're Out of Luck
Prairie Schooldays
Dead Man's Shoes
Flying Wild
Ridin' the Cherokee Trail (W)
Sign of the Wolf
Kid's Last Ride (W)
Roar of the Press
Tumbledown Ranch in Arizona (W)
Pioneers (W)

BEING EDITED

King of the Zombies
House of Mystery
Red Head

IN PRODUCTION

Wrangler's Roost (W)
Gang's All Here

PARAMOUNT

COMPLETED

4001 Rhythm on the River
4002 I Want a Divorce
4003 Rangers of Fortune
4004 The Quarterback
4005 Cherokee Strip
4006 Moon Over Burma
4007 Christmas in July
4008 Dancing on a Dime
4009 Arise My Love
4011 Night at Earl Carroll's
4050 Three Men From Texas (W)
3946 North West Mounted Police*
4012 Texas Rangers Ride Again
4014 Second Chorus
4010 World in Flames
4013 Love Thy Neighbor
4015 Victory
4051 Doomed Caravan (W)
4016 Life With Henry
4019 Virginia
4020 Monster and the Girl
4052 In Old Colorado (W)
4018 Mad Doctor
4017 You're the One
4022 Lady Eve
4021 There's Magic in Music
4024 Round-Up
4033 Border Vigilantes (W)
I Wanted Wings
4025 Road to Zanzibar
4023 Las Vegas Nights
4026 Power Dive
4027 Reaching for the Sun

* 1939-40 *Program*

BEING EDITED

Shepherd of the Hills
Caught in the Draft
New York Town
Buy Me That Town
One Night in Lisbon
Kiss the Boys Goodbye
Skylark
West Point Widow
Wide Open Town (W)
Pirates on Horseback (W)
Great Man's Lady
Night of Jan. 16th

IN PRODUCTION

Hold Back the Dawn
Mr. Bug Goes to Town†
Aloma of the South Seas
Among the Living
World Premiere
Parson of Panamint
World Premiere
Nothing But the Truth
Birth of the Blues
Forced Landing
Henry Aldrich For President

† 1941-42 *Release*

RKO-RADIO

COMPLETED

171 Ramparts We Watch
101 Men Against the Sky
102 Dreaming Out Loud
103 I'm Still Alive
181 Wagon Train (W)
105 Villain Still Pursued Her
107 Laddie
104 They Knew What They Wanted
106 Too Many Girls
111 Mexican Spitfire Out West
109 Li'l Abner
108 You'll Find Out
113 Remedy for Riches
124 Melody for Three
125 Repent at Leisure
182 Fargo Kid (W)
115 Let's Make Music
110 Little Men
114 No, No, Nanette
112 Kitty Foyle
161 Convoy
116 Saint in Palm Springs
121 Play Girl
183 Along the Rio Grande (W)
117 Mr. and Mrs. Smith
118 Citizen Kane
120 A Girl, a Guy and a Gob
123 Scattergood Baines
184 Robbers of the Range (W)
119 Footlight Fever
122 Devil and Miss Jones
128 They Met in Argentina

Complete Tabulation of 1940-41 Feature Releases

(1941-42 Pictures Omitted)

	Sold	Completed	Being Edited	In Prod.
Columbia	45	26	10	4
Westerns	16	11	2	—
MGM	52	32	7	4
Monogram	26	18	3	1
Westerns	24	10	—	1
Paramount	38	28	10	—
Westerns	6	4	2	—
RKO-Radio	53	31	5	11
Republic	28	19	2	2
Westerns	30	22	2	1
20th-Fox	52	42	5	1
United Artists	24	16	2	1
Universal	52	39	8	1
Westerns	7	5	—	—
Warner Bros.	48	32	13	3
TOTAL	501	335	69	30

RKO (Cont.)

BEING EDITED

My Life with Caroline
133 Sunny
129 Hurry, Charlie, Hurry
185 Cyclone on Horseback
132 Scattergood Pulls the Strings

IN PRODUCTION

Bambi
Reluctant Dragon
Parachute Battalion
Father Takes a Wife
Little Foxes
Before the Fact
126 Tom, Dick and Harry
Devil and Daniel Webster
Lady Scarface
186 Dude Cowboy (W)

REPUBLIC

COMPLETED

71 Tulsa Kid (W)
61 Oklahoma Renegades (W)
63 Ride, Tenderfoot, Ride (W)
17 Girl From Havana
51 Colorado (W)
62 Under Texas Skies (W)
72 Frontier Vengeance(W)
5 Melody and Moonlight
1 Hit Parade of 1941
52 Young Bill Hickok(W)
6 Who Killed Aunt Maggie?
7 Friendly Neighbors
63 Trail Blazers (W)
41 Melody Ranch
12 Mr. District Attorney
2 Sis Hopkins
73 Texas Terrors (W)
18 Meet the Missus
8 Barnyard Follies
53 Border Legion (W)
9 Behind the News
64 Lone Star Raiders (W)
19 Bowery Boy
74 Wyoming Wildcat (W)
44 Ridin' on a Rainbow (W)
54 Robin Hood of the Pecos (W)
20 Petticoat Politics
10 Arkansas Judge
75 Phantom Cowboy (W)
11 A Man Betrayed
65 Prairie Pioneers (W)
21 Great Train Robbery
55 In Old Cheyenne (W)
76 Two Gun Sheriff (W)
45 Back in the Saddle (W)
14 Lady From Louisiana
13 Rookies on Parade
46 Singing Hill (W)
66 Pals of the Pecos (W)
15 Country Fair
56 Sheriff of Tombstone (W)

BEING EDITED

22 Gay Vagabond
Desert Bandit (W)
Thunder Over the Ozarks
Saddlemates (W)

IN PRODUCTION

Angels With Broken Wings
Nevada City (W)
Puddin' Head

20th CENTURY-FOX

COMPLETED

101 The Man I Married
104 Girl From Avenue A
103 Return of Frank James
106 Pier 13
109 Young People
110 Charlie Chan at the Wax Museum
105 Elsa Maxwell's Public Deb No. 1
116 Yesterday's Heroes
107 Brigham Young—Frontiersman
108 Gay Cabellero
113 Down Argentine Way
114 Night Train
111 Great Profile
117 Mark of Zorro
102 Street of Memories
119 Youth Will Be Served
120 Tin Pan Alley
Bride Wore Crutches
122 Jennie
123 Chad Hanna
115 Hudson's Bay
121 Murder Over New York
124 Michael Shayne, Private Detective
125 Romance of the Rio Grande
127 Girl in the News
129 Ride Kelly Ride
128 Tall, Dark and Handsome
131 Scotland Yard
126 Western Union
130 Golden Hoofs
132 Murder Among Friends
132 Tobacco Road
137 That Night in Rio
118 Charter Pilot
134 Sleepers West
136 Dead Men Teíl
138 Ride On, Vaquero
139 Mail Train
142 Great Commandment
Very Young Lady
141 Cowboy and the Blonde
140 Great American Broadcast

BEING EDITED

For Beauty's Sake
135 Outlaw
Blood and Sand
Miami
Man With the Shovel

IN PRODUCTION

Man Hunt

1941-42

Belle Starr
Sun Valley
Dressed to Kill
Dance Hall
Yank in the R.A.F.
Last of the Duanes

UNITED ARTISTS

COMPLETED

Foreign Correspondent (Wanger)
Long Voyage Home (Wanger)
Cheers for Miss Bishop (Rowland)
So Ends Our Night (Loew-Lewin)
Pastor Hall (Roosevelt)
Westerner (Goldwyn)
Great Dictator (Chaplin)
Thief of Bagdad (Korda)
Road Show (Roach)
Blackout (Corfield)
Son of Monte Cristo* (Small)
Topper Returns (Roach)
Pot O' Gold (Roosevelt)
That Uncertain Feeling (Lubitsch)
That Hamilton Woman (Korda)
Major Barbara (Pascal)

* 1939-40 *Program*

UA (Cont.)

BEING EDITED

Broadway Limited (Roach)
New Wine (Gloria)

IN PRODUCTION

Illusions (Korda)

UNIVERSAL

COMPLETED

5013 Argentine Nights
5006 Hired Wife
5051 Leather Pushers
5020 Mummy's Hand
5046 The Fugitive
5001 Spring Parade
5019 Diamond Frontier
5024 Slightly Tempted
5023 Meet the Wildcat
5036 I'm Nobody's Sweetheart Now
5061 Ragtime Cowboy Joe (W)
5062 Law and Order (W)
5021 Sandy Gets Her Man
5063 Pony Post (W)
5007 Seven Sinners
5017 A Little Bit of Heaven
5052 Devil's Pipeline
Horror Island
Man Made Monster
5057 Dangerous Game
5041 Mister Dynamite
5043 Lady From Cheyenne
5015 One Night in the Tropics
5010 Bank Dick
5026 Margie
5025 Give Us Wings
5053 Lucky Devils
5008 Dark Streets of Cairo
5027 San Francisco Docks
5030 Where Did You Get That Girl
5018 Invisible Woman
5064 Boss of Bullion City (W)
5032 Meet the Chump
5011 Buck Privates
5022 Six Lessons From Madame La Zonga
5002 Back Street
5003 Nice Girl
5065 Bury Me Not on the Lone Prairie (W)
5016 Man Who Lost Himself
5037 Double Date
5014 Model Wife
5054 Mutiny in the Arctic
5005 Flame of New Orleans
5028 Black Cat

BEING EDITED

Cracked Nuts
Sing Another Chorus†
Hit the Road
Sandy Steps Out
Hello Sucker
Oh, Charlie†
Beyond the Law†
Half Way to Shanghai†
Too Many Blondes
Unfinished Business
Tight Shoes
Men of the Timberlands

IN PRODUCTION

In the Navy
Rhapsody in Stripes†
Marshal Law (W)

† 1941-42 *Program*

WARNER BROTHERS

COMPLETED

500 Meet John Doe
501 Sea Wolf
502 Knute Rockne—All American
503 Four Mothers
504 Great Lie
506 City For Conquest
509 Footsteps in the Dark
510 Honeymoon for Three
511 Dispatch From Reuter's
512 Lady With Red Hair
513 South of Suez
514 Flight From Destiny
515 Great Mr. Nobody
516 Thieves Fall Out
519 Calling All Husbands
520 Father's Son
522 Shot in the Dark
524 Here Comes Happiness
551 Santa Fe Trail
552 The Letter
554 No Time For Comedy
556 High Sierra
559 Strawberry Blonde
560 Wagons Roll at Night
561 Tugboat Annie Sails Again
562 East of the River
567 Strange Alibi
568 Knockout
569 Father Is a Prince
570 Always a Bride
571 She Couldn't Say No
572 Case of the Black Parrot
573 Shadows on the Stairs

BEING EDITED

Kisses For Breakfast
Highway West
Nurse's Secret
Affectionately Yours
Gentle People
563 Singapore Woman
Bride Came C.O.D.
Three Sons O'Guns
Passage From Hong Kong
Shining Victory
Kisses For Breakfast
Million Dollar Baby
Underground

IN PRODUCTION

Bad Men of Missouri
Dive Bomber
Manpower
Flight Patrol
Sergeant York
Navy Blues

The tables on these pages are as accurate as constant checking by each company's home office and with the studios can make it. As can be seen in the summary below, 1940-41 production is more than 80 per cent completed with but a few pictures yet to be started.

Many of the studios have started production on 1941-42 pictures. In the case of those distributors which are signatories of the consent decree, the "season" as it has been known in the past will no longer exist. As fast as production is finished for the 1940-41 season, pictures will be started for later release, but in what order cannot now be determined. Except in the case of 20th Century-Fox which will have its last release under the old system of block-booking on July 11, release dates have not been set for the balance of this season. Many of the pictures listed as "Being Edited" or "In Production" while not now identified as 1941-42 product, will undoubtedly be sold under the blocks-of-five plan.

APRIL 1941, INDEX

A listing of the highlights of the past month's issues of STR, indexed and cross-indexed for ready reference

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Melzer's Classified Ad and Birthday Club Tieups Popularize the Strand

Outside his activities in connection with the Premier Operating Corporation, Ltd., of Toronto, Canada, Jack Melzer finds time to look after the welfare of the Strand Theatre in Newmarket. And he has been indulging in the kind of showmanship other exhibitors can, and would do well, to copy. So read on, boys, and get a good idea or two.

First, Melzer has a tieup with *The Newmarket Era* whereby classified ad contests are frequently held. To compete, contestants must unscramble the words representing certain products advertised. For example, one advertiser seeks *citemods phel.* Another offers *dixem ragin* for sale. In the latter case, *dixem ragin* turns out to be mixed grain. But although we've gotten *help* out of the former, we can't decipher the *citemods.* Oh yes! It's domestic! Anyway, that's the idea of the contest, and it's getting plenty of attention from the public. Five double passes are offered each week to the first five who bring in correct answers.

Birthday Club Formed

Second, a Birthday Club has been formed by the newspaper in cooperation with Melzer and the Strand. Youngsters are required to fill out a coupon and answer a question, which consists of deciphering a sentence which has been scrambled. Although there are no fees or obligations, members of the Club are eligible to compete each week in the contests, and the five winners each receive a single pass to the Saturday matinee.

Under the heading, "Movies on Parade," Melzer, using the nom de plume, I. Seymour, writes a weekly movie column for the paper. He has the right idea in doing this, too. Take your own situation, for instance. Suppose your editor agrees that a movie column would be a pretty good thing, although he never gets around to doing something about it. Then prepare your own column, taking care to keep it unbiased and not just a plug for your theatre. If you can do this, chances are the editor will agree to run it. It will mean a little extra work for you, but so long as the newspaper uses it, what do you care? It will get more in the papers about movies.

These then, are the promotional activities which have been occupying Melzer's time as manager of the Strand. In addition, he recently put out a clever herald on "Strawberry Blonde," which he says accounted for extra business at the box office. It consisted of an envelope on which was imprinted this question: "What Have Strawberry Blondes Got That You Haven't?" On the inside was a folder, which had this copy on the outside: "Swing into Spring! With the Gayest, Freshest, Brightest Comedy Romance You Could Ever Hope For." When opened up, the folder revealed an ad on "Strawberry Blonde."

Yes, we think you can glean some good ideas from Melzer if you just take the time.

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

NATIONAL VARIETY CONVENTION NOTES

One of the most important features of the business session of the Variety National Convention will be the report of the Heart Committees of the various Tents. These Committees are the backbone of the charitable activity of the Variety Clubs and each year render their reports to the assembled delegates and friends of the organization.

A new angle this year will be the creation of a National Charity Fund to be handled by the National Officers.

* * *

Although much interest has been aroused as to the identity of this year's Humanitarian Award winner of the Variety Clubs of America, not a single inkling has come out as to who the winner will be. The selection is made by a special committee and is based upon outstanding achievement for humanity. The first award of its kind was made two years ago to Father Flanagan of Boys Town, Nebraska. Last year in Dallas the award was given to Miss Martha Berry of the Berry School.

On both previous occasions the winner was announced in advance of the convention and the banquet at which the award is given. This year it was decided to withhold the announcement until the banquet.

* * *

Added to the rapidly growing list of floats in the Boardwalk Parade of the Convention, Saturday, May 17th, will be the famous exploitation float now on tour in conjunction with the showings of "Ziegfeld Girl."

Other features of the Boardwalk Parade will be the Variety Club delegations dressed in costumes typical of the cities from which they come such as, Coal Miners from Pittsburgh, Cowboys from Texas and Oklahoma, Puritans from Boston and New England, Auto Mechanics from Detroit, etc. Seventeen bands are already listed to furnish the music for this parade which will be covered by every newsreel company and described over two radio networks on coast-to-coast hookups.

RKO, which has already lent splendid cooperation in connection with the Convention, is going still further and bringing to Atlantic City, Herbert Wilcox, producer, Anna Neagle, star and Ray Bolger, her leading man, together with the world premiere print of their latest production, "Sunny."

* * *

After listening to John H. Harris, national chief barker of the Variety Clubs at a luncheon of the studio publicity chiefs, representatives of the production branch of the motion picture industry gave official recognition to the Variety Club convention. Studio heads assured Harris that all available stars, directors and producers not tied up in production at the time, would be sent to represent the studios at the confab.



Patsy Orling, 17 years old, Junior Junior Champion of Philadelphia in 1936; Philadelphia Junior Champion in 1938; Runner-up in Mason-Dixon Women's Championship 1938; Lake Placid Champion 1939; Whiteface Women's Invitation Champion 1939 and Powell Invitation Cup Champion 1940, tries out "Tent 13" prize golf clubs to be awarded at the National Variety Club's Convention tournament in Atlantic City.

* * *

Among those who have signified their intention of attending the convention are: John Eberson, Edward Auger, Ed Kuykendall, Frank Andrews, Cress Smith, Joseph Bernhard, Harry Mayer, Grad Sears, George Schaefer, Rube Jackter, Arthur Willi, Rick Ricketson, H. M. Richey, W. F. Rodgers, Howard Dietz, William J. Clark, Jimmie Grainger, Moe Streimer, Eddie Grainger, Major L. E. Thompson, Terry Turner, Mike Vogel, Walter Brown, F. J. A. McCarthy, Arthur W. Kelly, Harvey B. Day, Paul Terry, E. M. Hartley, Walter Greene, James A. Mulvey, A. J. Richards, Monroe W. Greenthal, Ned Depinet, Bob Mochrie, Andy W. Smith, Jr.

Senators George L. Radcliffe, Guy M. Gillette, Albert B. Chandler, Elmer Thomas, J. J. Davis, Clyde L. Herring. Also J. Edgar Hoover, Postmaster General Frank Walker, Colonel Edwin A. Halsey, Governor Herbert O'Conor of Maryland, General William McGraw of Texas, Spyros, Charles and George Skouras, Kate Smith, Ted Collins, Ray Bolger, former Governor Harold Hoffman of New Jersey, and Fulton Oursler, editor of *Liberty* Magazine.

Tent No. 1—Pittsburgh

Quite a number of barkers from various tents visited Pittsburgh this past week. There were Sam Galanty and John Eberson of Washington, D. C., Lester Zucker and Charlie Rich of Cleveland, Alan Moritz of Cincinnati, Earl Sweigert of Philadelphia and J. R. Grainger of New York. Another out-of-town visitor at the club was Ralph Peckham of New York.

The Harris Amusement Company utilized the facilities of the clubrooms on Monday for a farewell luncheon for H. A. Doman who has resigned as manager of the Harris Manos Theatre, Jeannette, to manage the theatre interests of C. Hable in Winchester, Virginia.

Barkers Amdur, Feinberg, England and Brown are due back from their vacations this week. Mark Goldman, just recently back from his vacation, is in New York for a Monogram meeting.

So far, sixty-two barkers have made their reservations for the National Convention in Atlantic City.

Barker Sam Feinberg had several people as his guests at a luncheon at the club this past week.

The Saturday night party is still the big affair of the week at the club, ninety barkers and their friends attending the last one.

Jim Alexander will be the big noise around the club this week with Gene Autry in town for a personal appearance with the Rodeo. He will have three hundred children as his guests at a luncheon on Saturday.

Mike Gallagher was King for the Day at the Monday night dinner April 28.

Tent No. 3—Cincinnati

Bert Lahr, star of "DuBarry Was A Lady," was a nightly visitor at the clubrooms during the show's recent engagement in Cincinnati. He was always accompanied by several members of the cast. Another DuBarry visitor was the lady herself in the person of Frances Williams who is as charming as ever.

Elmer Hunsicker, County Clerk of Courts, and Hobart Wehking, County Commissioner, were added to the Associate membership list at the last Board meeting.

Jake Flowers, former Red infielder and at present first base coach with the Pittsburgh Pirates, was the guest of Harold Bernstein at the clubrooms during the Pirates' recent series here.

Chief Barker Bill Onie is having his hands full in lining up the many barkers for the Convention trip to Atlantic City. Bill would like to get enough barkers to go so that the Cincinnati delegation would travel in two private sleepers. Here's hoping he succeeds.

Harry Hartman, the sports commentating holdout, is back on the job doing the games play by play over WCPO as was always predicted by those who did not believe his holdout gag on the level. Well, it wasn't.

Barkers who have not visited the tent for several weeks will be pleasantly surprised by several innovations added by Mike Greenberg and his House Committee.

Tent No. 5—Detroit

Last Saturday's Frolic at Variety proved one of the biggest events of the season, with Co-Operative Theatres, largest group of independent theatres in the state, officially honored. Carl W. (Cully) and Jean Buermele were the King and Queen of the evening, and entertained royally, with Cully's mother on hand to assist the occasion.

Kitty Carlisle and Eddie Bracken who headlined the stage show at the Michigan were among those visiting in the evening. American Federation of Radio Artists had its annual Ball downstairs in the Book-Cadillac Hotel, and a number of radio celebrities came up to Variety afterward. Among press representatives seen were Frank P. Gill, film editor, and Jack Pickering, "The Town Crier," both of the *Detroit Free Press*.

United Detroit Theatres was well represented, with Bob Corbin, Ralph Stitt, and Jack Keegan among the executives present.

Personals—Alex Schreiber, of Associated Theatres, is wintering in Palms Springs, Calif., for a month; the Schneiders—F. A., who owns the Stratford, and daughters Gertrude and Bernadette, are back from Florida; Freddie Bonnem, dynamic little salesman who has hung up a record of 21 years with RKO, and with its predecessor, Pathe, in this territory, has resigned—plans not known. Sydney Mason, who was a familiar at Cincinnati Variety, is now with WXYZ here, expects to renew acquaintances; Carl H. Shalit, Columbia district manager, is back from Florida. Sol and Mac Krim are opening their new Krim Theatre in Highland Park.

Tent No. 6—Cleveland

Barkers of the Cleveland Variety Club, in cooperation with the *Cleveland Plain Dealer*, are going to give sports equipment to the Cuyahoga County selectees. The proposal was made at the Annual Variety-Cleveland Baseball Club luncheon held on Monday, April 14th. Upon hearing that there was a shortage of sports equipment, Nat Wolf, Zone Manager for Warners, suggested that a campaign be started to send baseball bats, gloves, etc., to the boys at camp. After meeting the needs of the draftees from Cuyahoga County, it is planned to do the same thing for others from the entire State of Ohio. The idea was endorsed at the general meeting called by Chief Barker Bert Stearn.

Plans were made regarding the summer activities of Tent No. 6. Some of the suggestions were: a picnic for the entire industry, a boat ride, and golf tournament.

It was decided that the luncheon Tuesday, April 22nd, given by the Queens, would close their activities for the rest of season. There was a larger attendance at this luncheon than at any of the other Queens for a Day programs held this season.

On Tuesday, April 29th, Frank Boyd, property master of the Variety Club, is having the American Institute of Architects at the Club for dinner and a social evening.

Several Barkers who are members of the Euclid Lions Club had the club for dinner and a social evening recently.

(*Variety Club Notes Continued on Page* 42)

the SHOW BUILDER

A Monthly Feature Dealing With Practical Ideas for Booking And Exploiting

The Short Subject

SHORTS SHOPPING

April Heralds the Innovation of Musical Quiz Series—Broadway House Rushes Serial Exhibition

In the field of short subjects, a new type of quiz reel made its bow during April. The entry—"So You Think You Know Music"—marks the first of a series based on the popular radio program. While the first release was rated "good" by a member of STR's reviewing staff, it is believed that those to come will be even better, and that the series as a whole will take its place in high popularity rating with the other quiz reels.

Also making its bow during the "month of showers" was a poignant, heart-throbbing revelation of the work done by the Seeing Eye Institute of Morristown, N. J. Entitled, "The Seeing Eye," the reel attained distinction by virtue of the fact that it dealt in an absorbing manner with a topic unfamiliar to those who are fortunate enough to have eye sight. Whether or not it proves a profitable box office venture is problematical. If, however, it serves to "strike a hopeful note for the blind," and at the same time brings home to millions the blessings of good eyesight, it will have served a worthy purpose.

Along the line of "timely" subjects, only one, dealing with "What's Happening in Argentina," made its bow in April. This, however, does not presage the decline of this type of subject; rather, it adds to the imposing list of those already released, with more to come. One has only to glance at the schedule of "defense" short reels in this issue of The Show Builder to completely apprehend the quantity now available.

Children of the nation, provided they heard the good news, are now keenly awaiting the appearance of one of their favorite cowboy stars in a serial, for this summer, when production begins on "Robin Hood," Roy Rogers will have the starring role in the serial to be produced by Republic as a 1941-42 release.

A Broadway theatre, which caters to the action trade, experimented with a new form of serial exhibition last month. Instead of running one chapter a week, the management decided to run two. In this way, the two chapters took the place of a second feature. While the idea was none too successful, inasmuch as the theatre's patrons do not relish chapter plays, there is every reason to believe that, tried out in the neighborhoods and in the small communities where serials are popular, it may meet with more satisfactory audience approval. If an exhibitor wishes to play-off the serials he has under contract in just half the time it ordinarily requires, he might resort to this procedure.

Paramount's announcement of its short subjects lineup for the new season, which follows page 18 in this section, is an impressive reminder to both showmen and skeptics that a new era in short subject production and exhibition is just around the corner.

The Life of a Short Is a Long One

Some Subjects Now Better Box Office Attractions Than Ever

CONSTANT calls upon exchanges for rebookings of old shorts have lately been taken as more indicative than ever of the fact that shorts are seldom out-dated but because of circumstances become better box office attractions than ever, long after release. The march of world events, the making of a new star, the popularizing of an old song—any one of these can be the reason for rebooking of subjects long past release.

Examples of subjects of this nature are three made by 20th Century-Fox. "Filming the Fleet," showed the U. S. Navy rounding Cape Horn. The short was released a couple of years ago, but with interest in the Navy growing keener and pictures of the fleet growing scarcer and scarcer, this should excite considerable interest. Of course, the fleet doesn't ordinarily round Cape Horn but in case the Panama Canal were disabled, it would have to. This can be stressed in advertising.

"Sky Fighters," a couple of years old now, shows army air pilots in every stage from their initial training until they are full fledged combat fliers. With plenty of interest in this phase of the defense program, this subject is good for replaying now.

"Good Neighbors," now nearly three years old, stressed that policy with relation to Latin America. The commentary is still up to date and this subject, too, bears replaying.

Columbia's reels are available in some exchanges although as a general rule any that are particularly worthy find their way into the "Happy Hour" units.

MGM exchanges still have prints on "The Flag Speaks" but only here and there can "Servant of the People" be obtained. However, "Ashcan Fleet" now nearly two years old, is of particular interest again with the British fleet doing the same thing as the U. S. Fleet was shown doing in 1917-18 and with the distinct possibility that the U. S. will be doing it again.

Warner Bros. maintains prints on all of the subjects in its patriotic series and has recently reissued the Bob Hope shorts, five in number, because of the popularity of the comedian now. Hope made these subjects in 1933-34. Outstanding among the Warner subjects which are being booked because particularly appropriate now is "Old Glory," a cartoon of a decidedly patriotic nature. Current favorites of exhibitors in the patriotic series are "Bill of Rights," "Declaration of Independence," "Song of the Nation," "Monroe Doctrine" and "Sons of Liberty."

RKO has frequent calls for back issues of "The March of Time." Some of the older subjects are scored with commentary which is outdated and therefore they are not all available for release. However, the more recent subjects are often re-booked as they become more timely than when originally released. "The U. S. Navy" is an example of this type.

Scan your lists of old short subjects. Consult the STR short subject booking guide which carries releases for two years at one time and make inquiries of your exchange for prints. You may find "Thar's gold in them thar shorts."

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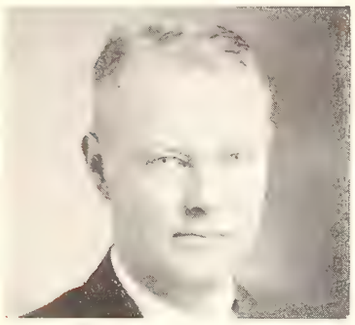
Gross Uses Street Photographer To Sell "Quicker'n a Wink"

Taking advantage of the many unusual angles in Metro-Goldwyn-Mayer's Pete Smith Specialty, "Quicker'n a Wink," Leonard Gross, assistant manager of the Fox Alexander Theatre in Glendale, California, did a bang-up exploitation job which created a great deal of added interest in his showing of the short.

Gross stationed one of the theatre staff with a camera on the corner of Glendale's busiest intersection. And, in a manner similar to that of beach photographers, passersby were photographed. To each of those whose picture was taken a card was handed calling attention to the short. Over two thousand persons were photographed.

Local camera shops were advised of the playdate and notices were placed in prominent spots. All local camera clubs were contacted and all local radio stations, carrying camera club programs, mentioned the playdates of the short.

Thirteen Men and A Girl! Win Prizes in STR National Competition for Shorts Selling Ideas



MILTON F. SAMIS (1st Prize)
Hester Theatre, San Jose, Calif.

We are proud to present the winners in STR's Short Subject Contest. In doing so, we wish to call attention of the industry at large that the theatre is the surest source of live showmanship, and that no one section of the country has a monopoly on ideas.

Our contest called for a total of thirteen prizes. Judges were deadlocked for some time on the choice between two of the fourth-prize candidates, and STR proposed the final solution by adding an additional fourth prize.

On the opposite page are outlines of two of the successful entries. We shall publish others in forthcoming issues.

Finally, STR wishes to thank the great number of theatre men and women who entered our contest, and respectfully submits that all who are engaged in pictures and interested in their welfare, owe thanks to these entrants for their participation.



A. B. JEFFERIS (4th Prize)
Jefferis Theatre, Piedmont, Mo.



CARMON PHILLIPS (2nd Prize)
Onate Theatre, Belen, N. Mex.



CHARLES H. RYAN (4th Prize)
W. B. Theatres, Chicago, Ill.



MORRIS ROSENTHAL (4th Prize)
Loew Poli-Majestic, Bridgeport, Conn.



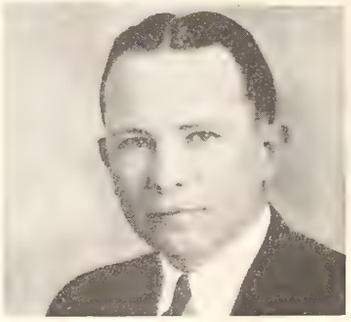
A. MILO DE HAVEN (4th Prize)
Town Theatre, Whitehouse, Ohio



WINNIFRED YAGER (3rd Prize)
Walmur Theatre, Bristow, Okla.



A. EASSON (4th Prize)
Oakwood Theatre, Toronto, Can.



AL POWELL (4th Prize)
Melba Theatre, Guthrie, Okla.



KEN PRICKETT (4th Prize)
El Rancho Theatre, Victoria, Tex.



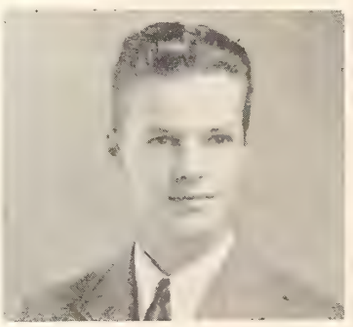
W. T. "BILL" DUGGAN (4th Prize)
Lyric Theatre, Gainesville, Fla.



DAVID BACHNER (4th Prize)
W. B. Theatres, Cleveland, Ohio



ALFRED N. ZIMBALIST (4th Prize)
W. B. Theatres, Philadelphia, Pa.



BERT DETWILER (4th Prize)
Manos Theatre, Jeanette, Pa.

Summarizing the Short Subject Contest, Its Winners, and Their Awards

Prizes: 1st Prize—$25.00 cash and George Pal Puppetoon.
2nd Prize—$15.00 cash and George Pal Puppetoon.
3rd Prize—$10.00 cash.
Ten 4th Prizes—$5.00 cash for each.

The contest was open to all theatre owners, managers and theatre employes.

Prizes were awarded by the judges on the basis of constructive ideas for selling short subjects to the public.

SHOWMEN'S TRADE REVIEW takes this occasion to thank George Pal Productions, Inc., for supplementing our prizes with the award of the two puppetoon characters, "Prunella" and "Jim Dandy" which appeared in "Dipsy Gypsy," one of the Pal productions released by Paramount.

Prizes have been dispatched to all winners.

Prize Idea Blasts Menace of Double Features

It's easy to see why the judges in STR's Short Subjects contest chose the entry of Milton F. Samis, owner and manager of the Hester Theatre, San Jose, Calif., to receive first prize: Without polling the public for its opinion on single- and double-bills, Samis settled down to the job of *selling* short subjects.

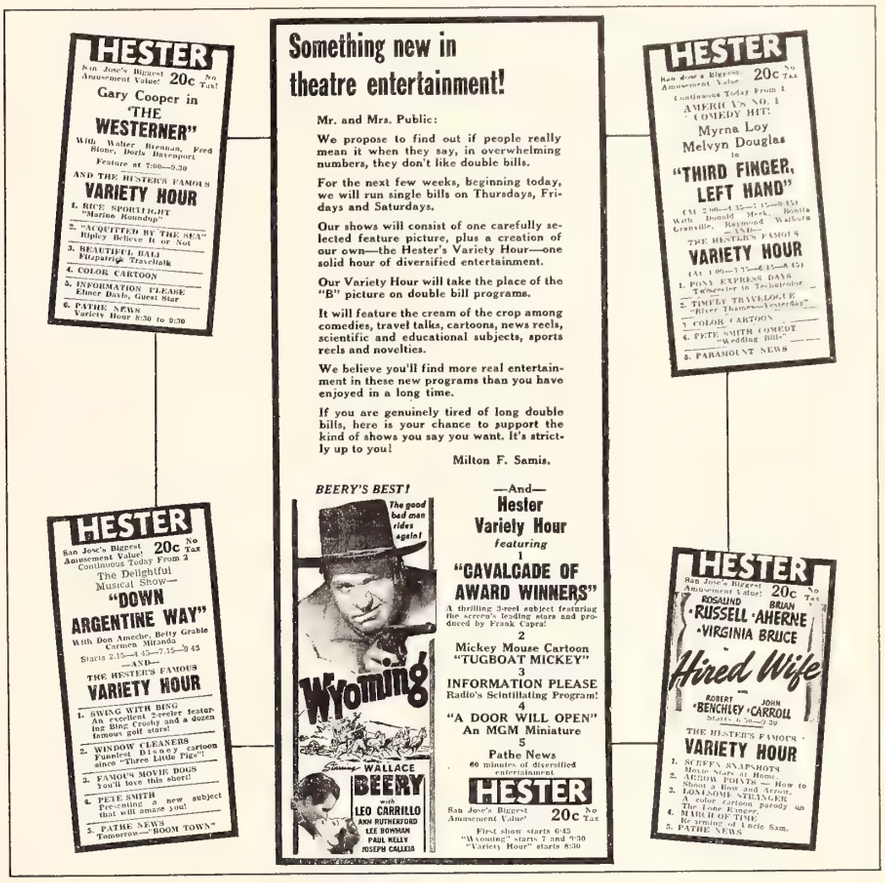
For months the Hester, like other theatres in the vicinity, had struggled along with double features. Frequent disapproving remarks from patrons at first fell on deaf ears, for Samis had heard of those polls in which nearly everyone votes against duals yet stays away when they are discontinued. Still, these complaints were something to consider. He determined, therefore, to find out if his patrons really meant them.

One morning San Jose residents were greeted by a special announcement in the newspaper that promised "something new in theatre entertainment." (*See center advertisement in cut at right.*) Samis informed them that on Thursdays, Fridays and Saturdays for four weeks a one-hour program of short subjects would replace the customary second feature; that the "solid hour of diversified entertainment" would be known as the Hester Variety Hour.

Take his word for it, the idea took the California community of 75,000 by storm. In its first month, the Hester Variety Hour brought the theatre the biggest January business it had ever had. While the crowds flocked to the Hester, Samis' competitors complained business was bad, yet they continued their duals policies.

Today, tomorrow, nearly every day in the week, the San Jose showman advertises one feature and the Hester Variety Hour (*see four small ads in cut at right*). Now in its fourth month, what started out to be an experiment is more of a success than ever. It has practically eliminated the double bill.

"As far as our patrons are concerned," writes Samis, "they definitely prefer one good feature and an hour of carefully selected short subjects. We even now get a good many phone calls asking the starting time of the Variety Hour. No doubt now—we're convinced."



Books, Sells Shorts for That Extra B.O. Punch

For his many unusual activities in the exploitation of short subjects, for his slogan *"Features in Every Way—Except for the Length,"* Manager Carmon Phillips walked away with second prize in STR's Short Subjects Contest.

One would have difficulty citing Phillips for one particular achievement, so outstanding is every one of the selling stunts he evolves. Because many shorts have a special appeal for persons skilled in certain sports, he has made up a 40x60 lobby display with interchangeable insert cards (*see cut at left*). If a swimming subject is playing, the "bowlers" is changed to "swimmers" or "divers." In this way, nearly any subject can be effectively advertised at small cost, the showman declares.



By inserting the proper cards in boxed sections above, showmen can use one display sign to sell subjects to hunters, fishermen, snowbirds, divers, etc.

Although he has successfully used the idea of billing certain shorts above the feature, Phillips warns that "this idea will not hold true in all cases."

He offers another excellent selling suggestion. Based on the specific-appeal angle which characterized the lobby display idea, this consists of the printing of a large number of cards containing this message:

"Dear Friend—Knowing that you are interested in (*space here for 'fishing,' 'bowling' or whatever the subject might be*), we wish to call your attention to the following short subject (*space here for title*). This subject shows at the (*name of theatre and playdate*), and is right down your alley. The feature on the same program will be (*title of feature*). We urge you not to miss this show."

In his own situation, the Belan, New Mexico, showman and his employes study the short subjects booked to play during the coming week. If they find one with special appeal for a certain group of people, several of the cards are removed from their haven on the shelf and addressed to members of this group. Mailings are timed so that the cards are received on the morning the subject opens at either the Onate or the Central theatre.



Display of minerals highlights Phillips' exploitation on a traveltalk, "Old New Mexico."

One of the most successful ways he has ever found to advertise outstanding shorts, Phillips declares, is the placing of a "Man in Shorts" in the lobby (*see cut at right*). In his hands, the recently created "man" holds a frame in which is a removable card.



Phillips' patrons never tire of this "Man in Shorts" which appears in the lobby whenever a worthwhile short subject plays. The frame is interchangeable.

"'He' always manages to stop them," writes the contest winner, "gives them a laugh. 'He' sells tickets for us and also causes the patrons to look over the rest of the advertising."

Banners on fences, marquee valances and special displays, (*see cut at left*) are other ways in which Phillips exploits short subjects.

the SHOW BUILDER

Charity Angle Makes King's Valley Forum Quiz Profitable

Prominent Folk Appear as Guest 'Experts' on Weekly Question-and-Answer Session

"Capitalize on Popularity of Quizzes by Staging Your Own."

That was the admonition contained in the headline of an article which appeared in this section two months ago (STR, March 1, p. 31). In the story itself were a number of suggestions to aid exhibitors in making plans to cash in on the public demand for question-and-answer programs, created by the numerous radio quiz shows and by such short subjects as "Information Please" and "Take It or Leave It."

A Novel Angle

Whether or not his inspiration, besides being based on the "Take It or Leave It" and "Information Please" reels now being released, was also based on the aforementioned article, is a matter of conjecture. Nevertheless, City Manager Jack King of Harlingen, Texas, recently instituted the idea in the Arcadia Theatre, and by adding a novel angle to it has reaped a tremendous amount of patronage and goodwill.

The Interstate Circuit theatreman, according to our report, "thought up a swell scheme." He decided to build business on one of the Arcadia's "off" nights by conducting a "Valley Quiz Forum." (Harlingen is in the Rio Grande Valley, in case your map of Texas isn't available). That idea alone would have insured additional business for that particular evening.

Gains Goodwill, Too

But *goodwill* means something, too. And because for every winner in every form of competition there must also be a loser, it wouldn't be any too easy for King to make everybody happy—especially the losers. He found the remedy for that. By making charity the beneficiary of the idea, there would be no hurt feelings.

So he contacted the newspaper for the first round of publicity after having made arrangements to have Valley celebrities appear as "experts" on the initial program and after having also completed plans to donate the prize money to charities designated by the experts. He got the publicity. As a result, the theatre was packed.

Since then, the "Valley Quiz Forum" has been "dragging 'em in" from miles around, has gleaned hundreds of inches of free publicity in the Harlingen and nearby newspapers. One publication went so far as to devote three columns to the questions and answers, not unlike the procedure used in publishing the transcript of testimony in a trial.

Here's How He Does It

Here is how the plan operates: On a certain evening each week six celebrities appear on the stage to answer questions about the Valley. Another prominent person acts as master-of-ceremonies. When an "expert" answers a question correctly, the theatre donates one dollar to the "expert's" pet charity. If a question remains unanswered, the dollar remains in the "kitty" until the next session, when a new group of "experts" get a crack at it. In some instances, King gives the audience an opportunity to try their hand at answering a question that has stumped the "experts." If anyone furnishes the correct answer, he receives a one-dollar book of theatre tickets.

Prominent Men on Board

Attorneys, Mayors of nearby communities, merchants, city officials, out-of-town theatre managers, newspaper editors—these are but a cross-section of the men who comprise the "board" each week. King knows them—they all know King, and because of the friendly relations maintained through the weekly question bees, it's more than likely that any one of them would "go to bat" for the Harlingen showman when and if he ever called upon them.

"Information Please," "Take It or Leave It" and other short subject series are available not only to the Rio Grande Valley, but to theatres all over the country. Not only is there interesting material for questions in the history and geography of the Rio Grande Valley, but also in the history and geography of countless other sections of the United States—your own community, for example.

Then what's to keep you from duplicating King's money-making idea?



Just in case other showmen would like to stage their own quiz program, King's setup is reproduced here as a guide. No guest "experts" are the young men and women above, they're members of the house staff posing in the "expert's" chairs to lend realism to the picture.

An STR SHORTANALYSIS ON

Sports Reel Series

Any exhibitor who plays short subjects at all definitely plays sports reels at some time or other, for practically every company with a program of shorts has this classification on its schedule.

Columbia's series is known as the "World of Sports," Paramount's as "Sportlights," RKO-Pathe's as "Sportscopes," 20th Century-Fox's as "Sports Reviews" and Warner's as "Sports Parades." Occasionally a sports subject invades the Pete Smith Specialties released by MGM.

It would seem, therefore, that in view of this large output of subjects dealing with all forms of athletics, showmanship should be in order. To play them without expending any selling effort is to muff the opportunity to "cash in" on the popularity of sports and the prominence of certain sportsmen, sportswomen and sports commentators.

Selling activities on individual subjects will naturally vary, but in general, the suggestions contained in this Shortanalysis may be adjusted to fit any release in the sports classification.

While it may not always prove feasible, nevertheless it is wise to occasionally screen a short subject when it is of outstanding importance, for newspaper sports editors and for people proficient in the type of sport covered in the reel. The most pleasing aftermath of this stunt is newspaper publicity and the endorsements of those invited to the screening. Not only can these endorsements be featured in your ads but also in your lobby displays.

Whether the subject deals with football, basketball, tennis, swimming or golf, here's an idea that wins goodwill for the theatre—in addition to added patronage, of course. Announce via the newspaper, your screen, lobby frame and other mediums of advertising that you will sponsor a trophy for the most valuable player, or most proficient participant in any of the above sports. A committee of prominent townsfolk selects the winner, and the award is made at a luncheon of one of the local civic clubs or on your stage. Time it, however, so that your sports reel will be showing on the same day, and be sure that the reel is mentioned in connection with the awards in all publicity.

If it's a football or basketball subject, a ballyhoo man in appropriate attire might carry a sign plugging it. If a boxing reel, girls in shorts might appear in a prominent window to demonstrate the art in a rhythmic manner.

Through the newspaper, invite the public to select the most popular players in a certain sport, or the most popular sportsmen, and give their reasons for their selections.

For swimming reels, diving and swimming exhibitions could be staged at an outdoor pool. Announcements of your attraction should be posted at Y.M.C.A., Y.W.C.A. and at other indoor and outdoor swimming centers.

To be on friendly terms with the sports editor is your best assurance of cooperation. Newspaper publicity is a valuable selling medium, so try to promote all you can. Wherever possible, run an ad on the sports page. Perhaps the editor will agree to run a box listing future competitive sports, with readers required to name the winners and fill in the scores.

Department store and sporting goods shop window tieups can be arranged on nearly every kind of sports subject.



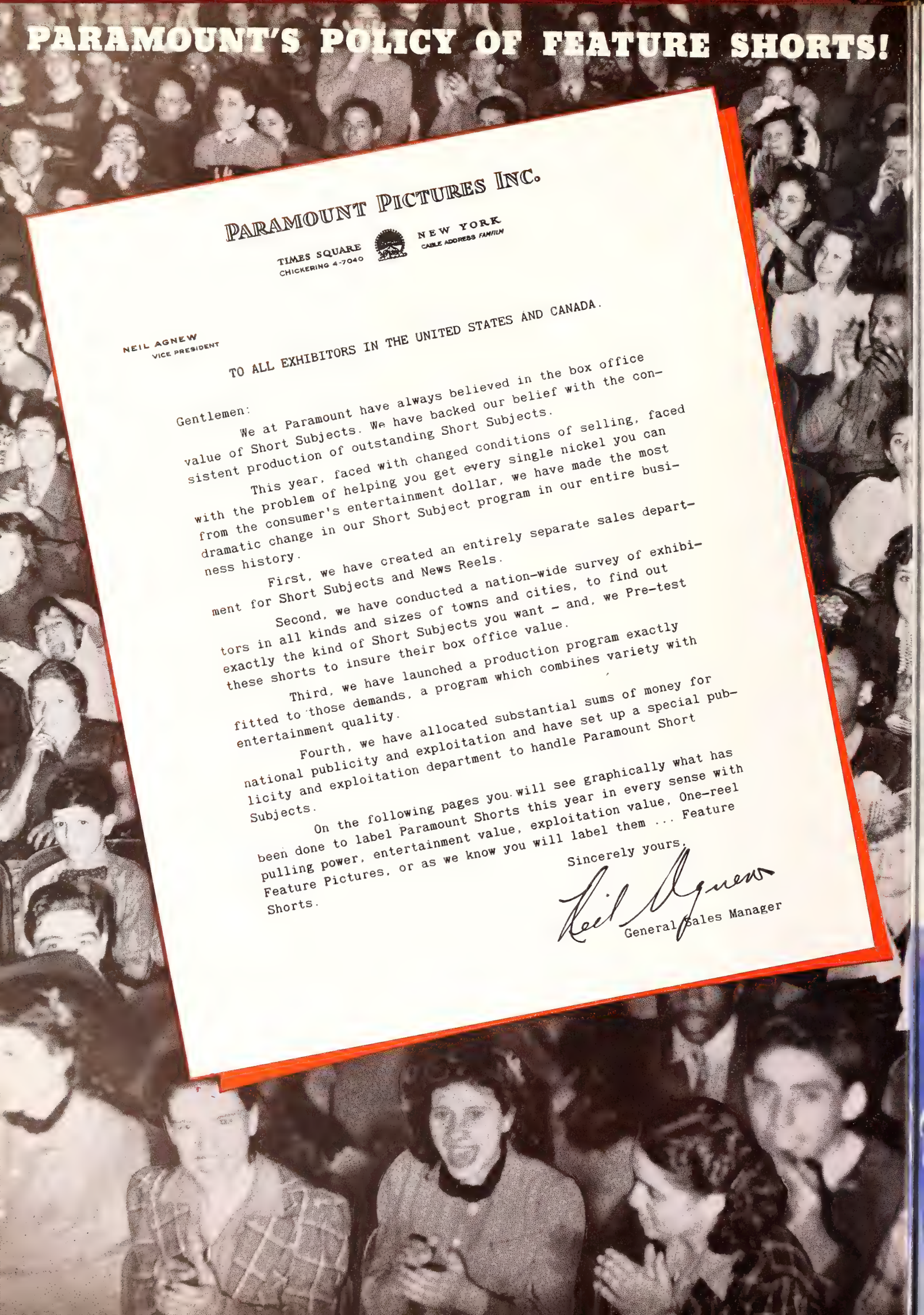


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FEATURE SHORTS

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NEIL AGNEW
VICE PRESIDENT

TO ALL EXHIBITORS IN THE UNITED STATES AND CANADA.

Gentlemen:

We at Paramount have always believed in the box office value of Short Subjects. We have backed our belief with the consistent production of outstanding Short Subjects.

This year, faced with changed conditions of selling, faced with the problem of helping you get every single nickel you can from the consumer's entertainment dollar, we have made the most dramatic change in our Short Subject program in our entire business history.

First, we have created an entirely separate sales department for Short Subjects and News Reels.

Second, we have conducted a nation-wide survey of exhibitors in all kinds and sizes of towns and cities, to find out exactly the kind of Short Subjects you want - and, we Pre-test these shorts to insure their box office value.

Third, we have launched a production program exactly fitted to those demands, a program which combines variety with entertainment quality.

Fourth, we have allocated substantial sums of money for national publicity and exploitation and have set up a special publicity and exploitation department to handle Paramount Short Subjects.

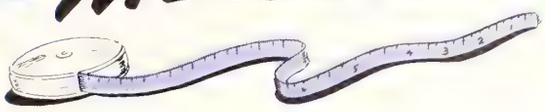
On the following pages you will see graphically what has been done to label Paramount Shorts this year in every sense with pulling power, entertainment value, exploitation value, One-reel Feature Pictures, or as we know you will label them ... Feature Shorts.

Sincerely yours,

Neil Agnew

General Sales Manager

HERE'S HOW PARAMOUNT'S FEATURE SHORTS *MEASURE* UP!



MEASURE all the short subjects you play by the same standards

1 FEATURE SHORTS HAVE FEATURE PICTURE PULLING POWER. People actually buy tickets to see such radio favorites as the Quiz Kids, Hedda Hopper, Bob Benchley; such cartoon favorites as Superman and Popeye . . . that's pulling power.

2 FEATURE SHORTS, LIKE PARAMOUNT FEATURE PICTURES, ARE BUILT FOR ENTERTAINMENT ONLY. There's a diversity of subject to help your program planning in Paramount Feature Shorts . . . but you won't find a one made to sell anything but entertainment.

3 FEATURE SHORTS HAVE FEATURE PICTURE EXPLOITATION VALUE. Paramount's Feature Shorts can be exploited and merchandized and publicized exactly like Feature Pictures . . . see page on Bob Benchley for proof.

PARAMOUNT'S FEATURE SHORT PROGRAM FOR 1941-'42

85 Paramount FEATURE SHORTS

- **12** SUPERMAN Cartoons *in Technicolor*
- **6** QUIZ KIDS
- **12** POPEYE Cartoons
- **6** MADCAP MODELS *in Technicolor*
- **4** ROBERT BENCHLEY Comedies
- **6** POPULAR SCIENCE *in Magnacolor*
- **6** UNUSUAL Occupations *in Magnacolor*
- **6** Paramount HEADLINERS
- **6** SPEAKING OF ANIMALS
- **13** Grantland Rice SPORTLIGHTS
- **6** HEDDA HOPPER'S Hollywood
- **2** FASCINATING JOURNEYS *in Technicolor*



Copyright by
Paramount Pictures Inc.

12 POPEYE

ONE-REEL CARTOONS

Produced by Max Fleischer

Read by hundreds of thousands in the funny strips. Known and loved by every kid in the nation from 6 to 60. Popeye has more pulling power than ever. Just screen one of the new Popeyes like "Flies Ain't Human" for your audience and you'll discover that when we say Popeye is a feature motion picture star in his own right, that ain't spinach.

EVERYBODY READS EM!



PARAMOUNT

FEATURE SHOR



12 SUPERMAN

The new film star with 38,000,000 fans!

World's greatest adventure-strip character!

STARTLING! AMAZING!

Copyright by Paramount Pictures Inc.

ONE-REEL CARTOONS *in Technicolor!*

Released once each month starting in September

Produced by the Max Fleischer Studios . . . Based on the famous character created by Jerry Siegel and Joe Shuster

Daily and Sunday this cartoon feature appears in more than 235 newspapers with combined circulation of over 20,000,000 readers.

Read by 3,000,000 in Superman, Action Comics and World's Finest magazines.

Dramatized three times weekly on 50 radio stations, reaching over 10,000,000 listeners.

One hundred and seventy thousand children paid 10c to join Supermen of America Club. More than five million Superman items sold at prices ranging from 14c to $1.79.

That's why we know you're going to call

"SUPERMAN"–THE STRONGEST MARQUEE NAME IN SHORTS!

FEATURE AMERICA'S 2 FAVORITE CARTOON STARS!

TS

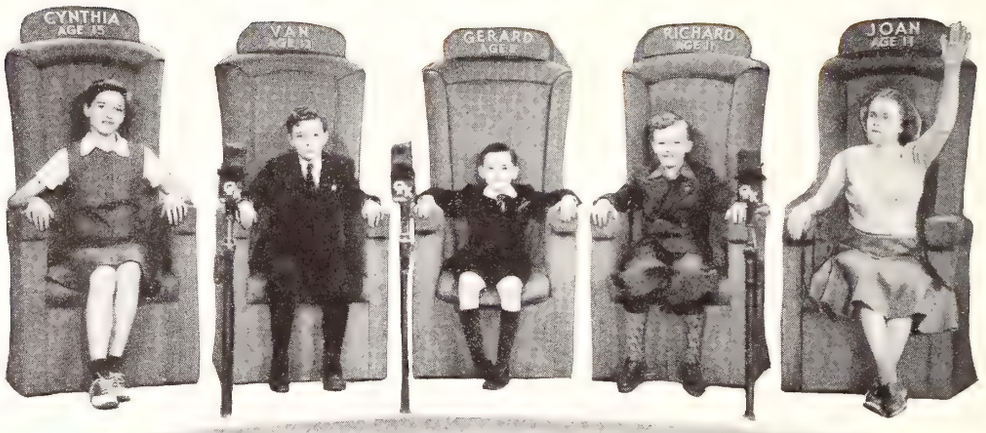
PRE-SOLD
TO MILLIONS OF LISTENERS



HEDDA HOPPER

THE QUIZ KIDS





6 Quiz Kids

ONE-REEL FEATURE SHORTS
with America's Amazing Mental Marvels

The air show all America tunes in every week over 61 NBC Blue Network stations! Publicized in Life, Liberty, Reader's Digest, Click, Time, American, and hundreds of newspapers! "Beat the Quiz Kids" feature syndicated nationally by King Features! Quiz Kids books, games, merchandise sold everywhere! Acclaimed by educators, civic leaders, the public!



- Awarded the Movie & Radio Guide Trophy as "Radio's Best New Program." Hailed by Radio Daily as "The Outstanding New Program of 1940."



...NOW FOR THE FIRST TIME ON THE SCREEN IN PARAMOUNT'S FEATURE SHORTS

"HELLO, MR. EXHIBITOR,
I'm happy to bring my Hollywood newspaper and radio column to your Feature Short program."



6 HEDDA HOPPER'S Hollywood

ONE-REEL SUBJECTS
Produced by Herbert Moulton

EVERYONE'S INTERESTED IN HOLLYWOOD

...and Hedda Hopper knows everyone in Hollywood!

Three times every week 5,000,000 radio listeners hear "Hedda Hopper's Hollywood" over 41 CBS stations. Every day in the week millions more read her syndicated column! Now . . . "Hedda Hopper's Hollywood" is on the screen . . . with intimate, exclusive glimpses of movieland's great and near-great!

ROBERT BENCHLEY MAKES THEM LAUGH . . .

4 Robert BENCHLEY ONE-REEL COMEDIES



Bob Benchley is the typical American . . . and his type of comedy is typically American! Down-to-earth humor that everyone understands!

Benchley comedy shorts are plenty exploitable . . . Right now "The Forgotten Man" is getting a national advertising merchandising campaign sponsored by The Saturday Evening Post and including a full page ad in the June 7th issue of the Post, telling 12,000,000 readers about "The Forgotten Man" who, of course, is Father on Father's Day.

Postal Telegraph is participating in this campaign by issuing 500,000 blanks featuring Father's Day greetings, specially written by Benchley, to be made available to the public as messages.

PARAMOUNT FEATURE SHORTS PUT

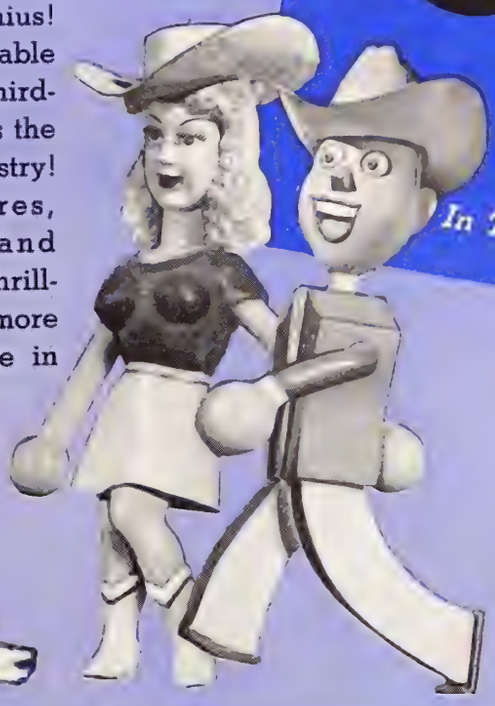


6 "MADCAP MODELS" ONE-REEL Puppetoons

In Technicolor · **Produced by George Pal**

"MADCAP MODELS" have the touch of genius! George Pal's remarkable technique in creating third-dimensional puppets is the sensation of the industry! His first two pictures, "Western Daze" and "Dipsy Gypsy," were thrilling—and he's putting more good corny box office in the new series!





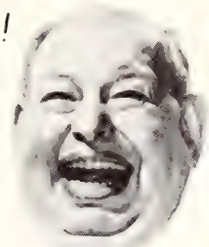
"**GEORGE PAL** has 'got' something. I have seen 'Western Daze' twice now and think I could see it 200 times more and still not be completely satisfied."—HERBERT KENNEY, Jr., *Motion Picture Critic, Indianapolis News*

SMILES ON AMERICA'S FEATURES!





HEE-HEE!



HO-HO!

HA-HA!





HAW-HO!

HA



"Paramount has taken another rabbit out of its hat!"

"No wonder the boys are going bullish on Paramount!"



6 SPEAKING OF ANIMALS ONE-REELERS

The New Laugh-Revolutionary Shorts!

Imagine a squirrel talking back! A bull getting a load off his mind . . . a skunk having his say! Audiences will laugh so hard you'd better sound-proof your theatre! Each subject in the series completely different!

"Audience reaction will be terrific"
raves Showmen's Trade Review

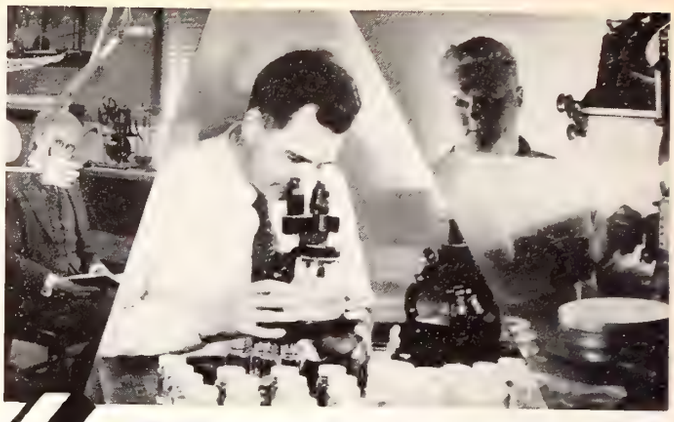
"Exhibitors can't go wrong in booking it"
recommends Film Daily

Produced mostly by Jerry Fairbanks and Bob Carlisle

Boys, you'll be glad to know Paramount's including these established box office favorites among our FEATURE SHORTS!"



BOB BENCHLEY doesn't have to sell you on these . . . they've been pulling plenty for years!



6 POPULAR SCIENCE

ONE-REEL SHORTS • *in Magnacolor*

Produced by Jerry Fairbanks and Bob Carlisle

Year in and year out this popular series maintains its high-ranking box office consistency because of the care with which they are produced. The public is interested in the modern tempo of this advancing world . . . and Popular Science entertainingly keeps them informed.



2 FASCINATING JOURNEYS

Produced by Count and Countess Von Keller
in Technicolor

Technicolor-splashed film masterpieces of far-off places! Play them with a big feature for the perfectly balanced program.

ROAD IN INDIA • INDIAN TEMPLES





13 GRANTLAND RICE SPORTLIGHTS





Narrated by Ted Husing • Produced by Jack Eaton

For 21 years, Grantland Rice Sportlights have been tops with exhibitors and the public! And no wonder, with America's foremost sports authority at the production helm, and America's ace commentator at the microphone. This twenty-first year, as in the past twenty, Grantland Rice Sportlights will maintain the same high box office and entertainment standard.



6 *Paramount* HEADLINERS





Headline production . . . headline entertainment . . . headline personalities. This year Paramount will increase the pulling power of this famous series by placing the stress on stage, screen, and radio personalities with big news appeal; there will also be in addition big name bands to give you top-notch swing aggregations in the line-up.



6 UNUSUAL OCCUPATIONS

in Magnacolor

Unusual hobbies of unusual people make for unusual entertainment! Exhibitor polls in the short subjects field all acknowledge the popular appeal of this outstanding series.

Produced by Jerry Fairbanks and Bob Carlisle



MAKING HISTORY TWICE A WEEK

Paramount News

THE EYES AND EARS OF THE WORLD

*And by "First into your theatre" we mean fastest service to the screens all over the country

The ADVERTISING CLINIC

by Old Doc Layout

Don't Stint on Space for Short Attractions—Try These Ad Layout Ideas

Old Doc starts out with a repetition this time! Again, he says: Don't sell your shorts short when it comes to showselling via newspaper advertising. On this page are layouts which illustrate that there are ways to give the feature plenty of flash and at the same time allow the amount of display the supporting featurettes deserve.

Try some of these layouts—or rather try making layouts which are so designed that there is space for prominent display of added features. Start by making adaptations of the layouts shown.

In making up an advertisement remember that you must get over in your display and the copy the idea that you yourself are tremendously enthusiastic about the show you want people to come and pay to see. Moreover, the whole appearance and the copy should forcefully convey the idea that you are enthusiastic about telling them about your show, doing so in everyday language, so that they too can share your enjoyment of the entertainment your screen offers. Don't say, in effect: "here's just another picture."

Try It Several Times

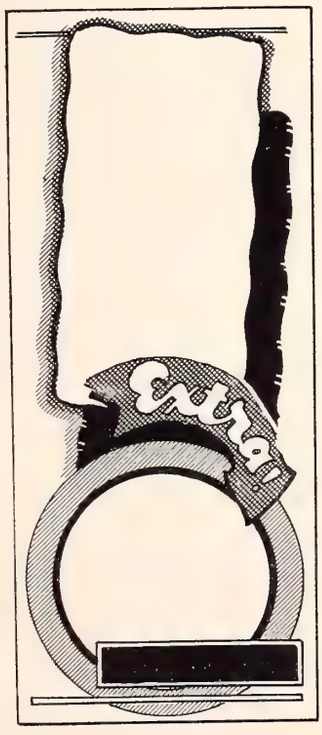
In the matter of writing copy, don't settle for the first batch you turn out! Write several sheets of copy, and then by a process of elimination, boil it down to the briefest statement which packs the punch, the enthusiasm, the flavor of the picture.

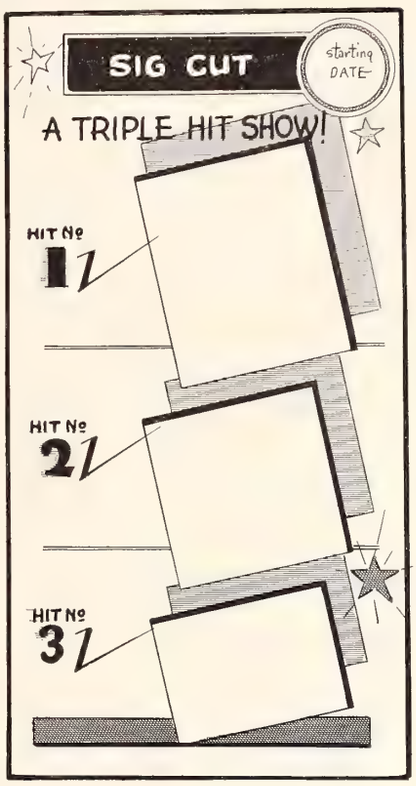
The layouts shown here are for both one-column and two-column space. Some of these can be used either as one or two-column displays, by slight modifications, that is.

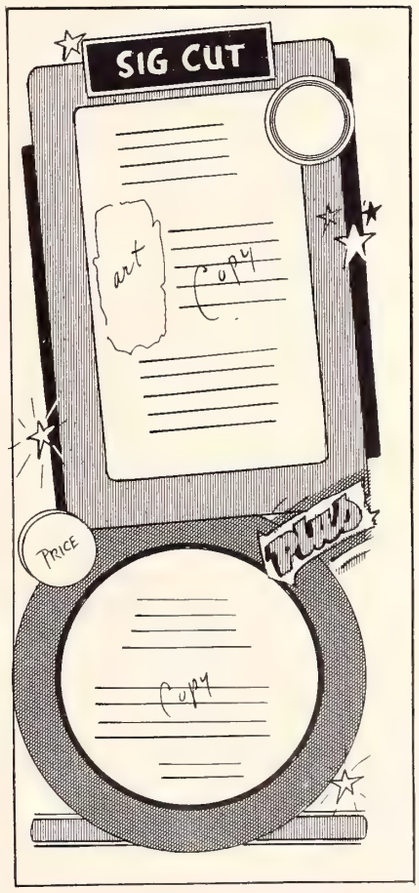
In all of the layouts on this page, there is space left for added emphasis on short subjects with such words as "Plus," "Extra" or "Added." In the layout in the middle of the right hand column, you will note Feature No. 1 and Feature No. 2 have spaces provided for. All of the space under the latter heading can be used to emphasize short subjects, especially if there are several of them. And even if you wish to advertise a double bill and shorts besides, there is still plenty of room in this layout. The top center layout is for the three-hit idea, which can be expanded as much as desired to include any number of short subjects.

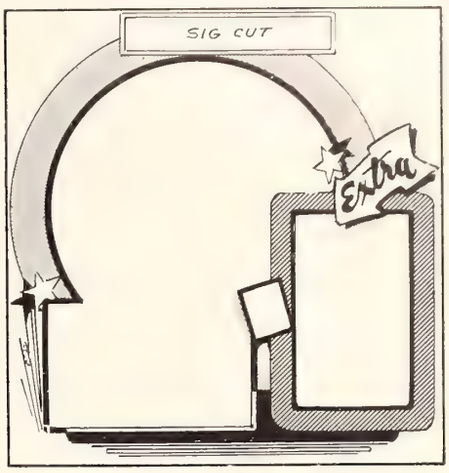
None of these ideas is for the man who consistently carries a line "Also Selected Short Subjects." He doesn't need any layouts. His theatre will soon close.

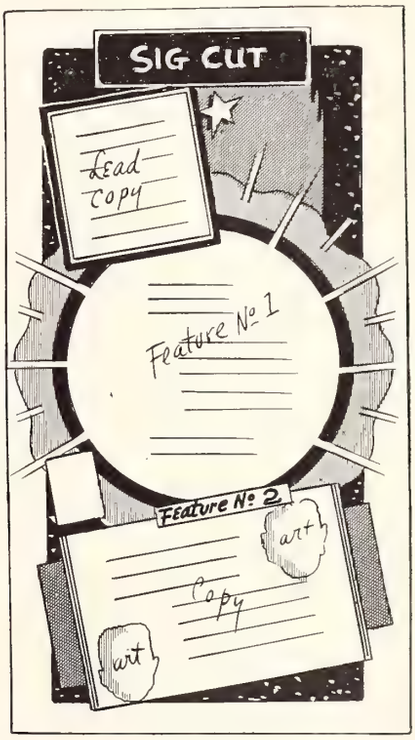
But many a theatreman will find these suggestions will help to put over quantity and quality in show values at the same time.













PLAY UP THE SHORT SUBJECTS in your newspaper displays. Here are examples of how featurettes can be stressed. Top center is the 3-hit idea for a feature and two good shorts; others show ways of driving home the "Plus" and "Extra" value idea.

the SHOW BUILDER

the SHOW BUILDER

Shorts Enlist for the Emergency

Featurettes Offer Variety of Subjects Dealing With Defense and Americanism

The short subject has enlisted for the duration! From plans afoot as well as the material now available, it is certain that the short subject will play a major part in giving theatres the opportunity to function as an important contact between the public and official as well as volunteer agencies in promoting national defense.

Theatres are certain to play an increasingly vital part in keeping the public informed on defense measures in addition to contributing to the call for an awakened appreciation of "the American way of life" as created and maintained through historic achievements.

Many theatremen have already shown the way for making the picture screen a medium of information and history study in connection with the present international situation.

Cooperation With Local Groups

Theatre cooperation with various patriotic, historical and service men's groups on appropriate short subjects has been found a fruitful means of increasing theatre prestige as well as patronage. Results, indeed, have gone far beyond the expectations of many showmen who have introduced such efforts within recent weeks.

This publication has given detailed information as to the mechanics of many of the outstanding campaigns based upon the defense or Americanism theme in connection with short subjects bookings.

Such campaigns as that of Morris Rosenthal in behalf of the showing of March of Time's "Americans All" at Loew Poli-Majestic Theatre, Bridgeport, Conn.; the drive in Louisville, Ky., for the showing of Warner's "Meet the Fleet" at the Mary Anderson Theatre; the work of Dick Stout, attorney for Interstate circuit in touring with a group of films and making addresses on the topic of "National Defense," all indicate the power of the short subject as a means of bringing the local theatre into the national spotlight insofar as activity tied up with national policy and pronouncements is concerned. But as showmen who have studied the possibilities of this type of campaign well know, the effort is one calling for careful preparation. Shorts must be booked sufficiently in advance to permit of the advance work necessary to get wholehearted cooperation of local groups—civic, social, historical, educational.

Suitable Subjects Listed

For convenience of showmen we are breaking down portions of STR's regular Shorts Subject Booking Guide to put before bookers a convenient list of subjects suitable for special treatment along the patriotic lines. This list does not necessarily exhaust the resources of the theatre in material currently available and nearing release. It serves the purpose, however, of indicating the great amount of good attractions any theatreman can count upon in order to work along with the mounting tide of interest in defense and in American history.

Prior to serious effort to put the theatre into the very forefront of the efforts now being made to supply the mass of the public with information about defense and the "American way of life," the theatreman must make a thorough canvass of his locality to acquaint himself with the local organizations, their policies and aims, as well as the leading figures in their activity, in order to be able to take an active part in their work and make the theatre the bulwark for such efforts.

For example, an off-night each week could be selected for showing of patriotic or defense subjects. The time to be selected could, with profit, be set just after the release from night school of newly naturalized citizens, to whom the patriotic subjects would be especially interesting and to whom the lesson of "Americanism" would be most apt.

Small ads could be taken in the newspapers to be spotted on those pages dealing with the defense program, to directly advertise short subjects along parallel lines.

The list of appropriate pictures is growing daily. Below are those subjects dealing exclusively with defense and those stressing the American way of life, grouped in those categories with a thumbnail synopsis of each.

AMERICANISM SUBJECTS

MARCH OF FREEDOM (Univ.) 21 mins.—Democracy in America, with emphasis on the threat to its existence elsewhere in the world.

MONROE DOCTRINE (WB) 16 mins.—How the famous policy, today often quoted in the newspapers, was adopted. Historical characters of the time are portrayed.

SMITHSONIAN INSTITUTION (Col.) 11 mins.—The national museum in Washington with special emphasis on the historical treasures which are stored there.

OLD HICKORY (WB) 17 mins.—How the pirate Jean Lafitte and his motley crew aided General Jackson to victory in the Battle of New Orleans.

U. S. TREASURY (Col.) 10 mins.—How paper money is made from the first scratch of the engraver's needle to the finished product.

THE FLAG SPEAKS (MGM) 19 mins.—The story behind the Stars and Stripes with actual examples of flag etiquette.

SOCIAL SECURITY (Col.) 10 mins.—How and where the Social Security Board works.

TEDDY THE ROUGH RIDER (WB) 19 mins.—Highlights in the career of Theodore Roosevelt.

PONY EXPRESS DAYS (WB) 19 mins.—A colorful recital of how the Pony Express prevented California from seceding from the Union in 1860.

POWER AND THE LAND (RKO) 36 mins.—Produced by the Rural Electrification Administration. Depicts the story of how electricity came to the farm.

FLAG OF HUMANITY (WB) 20 mins.—Deals with Clara Barton and how she started the Red Cross.

UNCLE SAM—NON BELLIGERENT (RKO) 21 mins.—Life inside Nazi Europe as indicative of the problems facing the U. S. today.

AMERICANS ALL (RKO) 18 mins.—The part played by immigrants in the building of the country.

MIRACLE OF HYDRO (20th-Fox) 10 mins.—The Bonneville and Grand Coulee Dams and the part they have played in revitalizing the Northwest.

DEFENSE SUBJECTS

U. S. NAVAL ACADEMY (Col.) 10 mins.—A pictorial record of the midshipmen at work at Annapolis.

MEN OF THE F.B.I. (RKO) 21 mins.—The training of the F.B.I. and the part it plays in national defense.

SPIRIT OF 1941 (Col.) 10 mins.—How civilians are employed in production for defense.

CARIBBEAN SENTINEL (20th-Fox) 10 mins.—The important role played by Puerto Rico in our national defense.

SKY FIGHTERS (20th-Fox) 10 mins.—The training of an Army Air Corps pilot.

EYES OF THE NAVY (MGM) 22 mins.—Training of pilots in the Naval Air Force.

GATEWAY TO PANAMA (RKO) 20 mins.—The role of the islands of the West Indies in relation to defense of the Panama Canal.

ARMS AND THE MEN—U. S. A. (RKO) 19 mins.—How Uncle Sam's soldiers live, eat, sleep, play and train.

LABOR AND DEFENSE (RKO) 19 mins.—Labor's role in the rearmament program.

AIR ARMY (RKO) 9 mins.—How pursuit ships and bombers are manufactured in one of the largest aircraft plants.

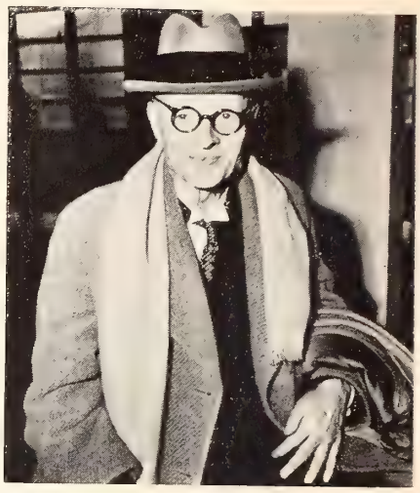
U. S. NAVY (RKO) 19 mins.—The entire naval establishment including naval bases.

SERVICE WITH THE COLORS (WB) 20 mins.—Ballyhoo for enlistment in the army as a career.

MARCH ON MARINES (WB) 20 mins.—Two young men aspire to enter the Naval Academy and finally land in the Marine Corps which forms the background for the film.

MEET THE FLEET (WB) 20 mins.—Training of young men for naval careers.

FAR BEYOND HIS DREAMS



Charles Pathe, the father of screen journalism and founder in this country of the Pathe newsreel, has arrived here from Europe. Today's newsreel with its swift coverage, its sound and broad scope of subject matter, Pathe declares, has gone far beyond the anticipation and dreams of his younger days when he struck out boldly as the pioneer editor of the first newspaper of the screen.

Campaign Costing $3.50 Sells Show for Arnold

For the insignificant sum of $3.50, Manager John Arnold of the Yale Theatre, Houston, Tex., staged a campaign for a special combination cartoon and single feature show which set a record in grosses, hundreds of dollars in excess of the previous mark. Arnold believes that the five cartoons, in addition to a Gene Autry film did the trick. His exploitation budget follows: Stamps . . . $1.50; stamping costs, $2.00; special trailer, no cost; store outlets, 30 passes . . . total cost, $3.50.

Arnold estimates that 10,000 persons saw the trailer in his theatre. A plug for the show was stamped on some 20,000 bags, napkins and envelopes of neighborhood stores; also 1,000 popcorn bags. Announcement of the special show was made in the elementary schools, while a tie-up was arranged with the junior high school paper. In the theatre's one-inch newspaper ad was the following copy: "Gene Autry—'Ridin' on a Rainbow'—5 cartoons."

Arnold believes that this type of show is a good bet for extra grosses if it is given an adequate, yet inexpensive campaign.

'Battle of Bands' Affords Good Build-up for Orchestra Reels

The Egyptian Theatre, Milwaukee, Wisc., of which Joseph Reynolds is manager, conducts a "battle of bands" every Tuesday, Wednesday and Thursday, featuring two popular bands on the screen in single reel subjects.

Voting ballots are handed to patrons as they leave the theatre on Tuesday, Wednesday and Thursday. Ballots list the available band leaders and patrons are asked to pick the two bands they would like to see on the screen. Ballots are deposited in a drum in the lobby, the following week.

A striking display, with a drummer on one side and a cornetist on the other, has been installed in the lobby. Concealed behind the display is a P. A. system piped to a record-player which plays the recordings of the various bands.

An advance trailer describing the contest and asking patrons to vote for their favorite band is flashed on the screen, with next week's attraction. Currently shown, also, is a trailer introducing the two bands that follow.

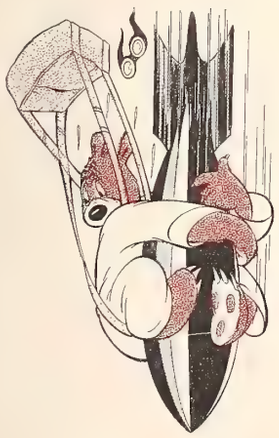
BEAR FACTS!

Timeliest Cartoon Short
is M-G-M's side-splitting

"ROOKIE BEAR"

He's in the Army now and
he's a riot of howling fun!

BOOK IT NOW!



Watch for the next one in
M-G-M's "Bear in the Army" series

"FLYING BEAR"
COMING IN JUNE!



Bear in mind that M-G-M's "Bear in the Army" series, produced by Academy Award Winner Rudolph Ising, is typical of the timely, superior Short Subjects from The Friendly Company.

the SHOW BUILDER

SHORT SUBJECTS by SERIES

COLUMBIA

Series	1940-41 Sold	1940-41 Completed
All Star Comedies	18	14
Cinescopes	10	8
Color Rhapsodies	16	8
Columbia Tours	10	All
Community Sings	10	8
Fables Cartoons	8	6
How's Your I. Q.	6	6
International Forum	6	2
New York Parade	6	2
Phantasies Cartoons	8	5
Screen Snapshots	12	7
Stooge Comedies	8	7
Washington Parade	6	4
World of Sports	12	7
TOTAL	136	94

METRO-GOLDWYN-MAYER

Cartoons	18	7
Crime Doesn't Pay	6	4
Miniatures	10	5
Our Gang	9	8
Passing Parade	9	5
Pete Smith Specialties	14	7
Fitzpatrick Traveltalks	12	All
TOTAL	78	48

PARAMOUNT

Animated Antics	10	9
Color Cruises	6	5
Gabby Cartoons	8	5
Headliners	8	5
Madcap Models	6	3
Paragraphics	6	4
Popeye	12	9
Popular Science	6	5
Robert Benchley	4	All
Special Cartoon	1	1
Sportlights	13	10
Unusual Occupations	6	4
TOTAL	86	64

REPUBLIC

Meet the Stars	12	5

RKO-RADIO

Series	1940-41 Sold	1940-41 Completed
Disney Cartoons	18	3
Edgar Kennedy	6	5
Information Please	13	8
Leon Errol	6	4
March of Time	13	9
Quintuplets	1	1
Ray Whitley	4	2
Picture People	13	8
South America	3	2
Sportscopes	13	9
Total	90	51

20TH CENTURY-FOX

Adventures of a Newsreel Cameraman	4	3
Dribble Puss Parade	4	2
Fashion Forecast	4	None
Magic Carpet	8	7
Ripley Believe It Or Not	None	1
Sports Reviews	6	6
Terrytoons	26	21
World Today	None	2
TOTAL	52	42

UNIVERSAL

Cartunes	13	9
Going Places	15	11
Musicals	13	9
Special Subjects	1	1
Stranger Than Fiction	15	11
TOTAL	57	41

VITAPHONE-WARNER BROS.

Broadway Brevities	9	7
Elsa Maxwell	3	All
Featurets	6	5
Hollywood Novelties	10	5
Looney Tunes	16	11
Melody Masters	10	8
Merrie Melodies	26	19
Special Subjects	2	2
Sports Parades	10	7
TOTAL	92	67
GRAND TOTAL	603	412

Red Cross Helps Busch Publicize Featuret

Helpful assistance by the local chapter of the American Red Cross enabled Manager Robert Busch of the Jeffery Theatre, Chicago, to put over a meritorious campaign on "Flag of Humanity," a Warner Bros. featuret concerning the founding of the Red Cross.

Several weeks in advance of the playdate he sent letters to all active committeewomen of the organization explaining the nature of the short, then later contacted them by telephone and arranged a screening.

After viewing the subject, the 22 women who attended the showing were enthusiastic and offered their assistance to Busch in publicizing it. They endorsed it at their meetings, and thus after a short time, 1,500 women were aware of the subject and its playdate.

Four stock one-sheets were mounted and placed in four of the largest meeting places. Through the efforts of a Red Cross worker, the pastor of a large community church was induced to announce to his congregation the coming of the film.

Articles made by the women were displayed in the lobby, augmented by a Red Cross flag and stock one-sheets (see cut).



Lobby Displays for Shorts

Short subjects received plenty of space in the lobby displays arranged by Manager R. D. Leatherman, of the Rialto, Denison, Tex., and his assistant, Truman Riley, in celebration of the theatre's sixth anniversary.



Deals Blow to Duals With Singles, Shorts

The double feature menace has been dealt another body blow by Manager Jack Silverthorne of the Prince Theatre, San Antonio, Texas. This theatre, under former management, had a regular double feature policy but upon being taken into the Interstate Circuit fold, a single feature policy, balanced by good strong shorts, was tried Wednesdays and Thursdays of each week.

To advertise the change in policy, Manager Silverthorne uses a short subject lobby panel displayed in the front of the theatre one week in advance and during the two days of the play date (*see cut*). This has resulted in weekly receipts greatly increased over those of the former policy.

There have been no complaints from old patrons and the theatre has gained new customers. Manager Silverthorne books four excellent shorts each week with his single feature.

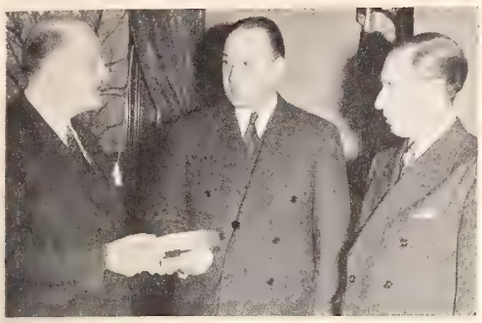
Garner's Campaign Clicks

Manager B. E. Garner of the Arcadia Theatre, Ranger, Tex., boosted business about 25 per cent when he played "March of Time, No. 6," by a special screening for celebrities, a telephone campaign and special copy in his ads anent the short.



Build Model Display for Short

Sponsors of "The Proof of the Pudding" created the display above to indicate exploitation possibilities in selling the short subject through lobby showmanship. One of the interesting angles developed is a tieup with the nation's defense program, copy stressing the important part proper nutrition plays to the welfare and industrial productivity of the country's population. The display is a miniature of a theatre, and is being shown by the Metropolitan Life Insurance Company in connection with bookings for theatres.



Newsreel for Governor

Harry F. Shaw, left, division manager of the Loew Poli New England circuit; Governor Robert A. Hurley, new Connecticut governor, center, and Lou Brown, Poli New England theatres division publicity head, shown when the new Governor was presented with a special newsreel subject taken during the inaugural ceremonies. The presentation was made in the Governor's office in the State Capitol, Hartford.

Radio Music Battle Provides Basis For Creel's Band Shorts Campaign

The prolonged radio battle between ASCAP and BMI provided the basis for a stunt executed by Manager Jimmie Creel of the Aggie Theatre, Arlington, Texas.

Creel impressed on his patrons the fact that through the band subjects to be seen at the Aggie they could hear the music they missed on the radio. This he did through special stories planted in the newspaper, and through smart and original exploitation.

For example, special envelopes, with this copy, "Are You Tired of Listening to 'Jeannie With the Light Brown Hair '," were distributed. Inside each was the selling message on the band program at the Aggie "featuring all the popular tunes *not* heard on the air."

Because the idea was well handled, it brought additional patronage to the Aggie.

'Canine Caddy' Release Date Timely for Golf Promotion

Walt Disney's latest Technicolor cartoon, "Canine Caddy," is scheduled to be released nationally by RKO Radio on May 30, when the golf season will be at its peak. The short subject stars Mickey Mouse as a "scratch" golfer, with Pluto as his caddy.

In view of the timely release date, theatremen should plan to reach local golfers by posting bulletins at golf clubs and arranging tieups with sporting goods dealers. A special screening should be held for newspaper sports editors to the end that valuable publicity will be garnered in that section.

THREE PAGES ON A SHORT!

One of the biggest publicity splashes in a Los Angeles newspaper was promoted recently —and on a one-reel short subject, too. Practically three entire newspaper pages, comprising almost 600 inches of publicity stories, art, suggested menus, cooperative ads and details on a men's cooking contest were promoted by Hal Elias of MGM in cooperation with the Fox West Coast Theatres publicity department for the showing of Pete Smith's Technicolor short subject, "Penny to the Rescue," at Loew's State and Grauman's Chinese theatres.

Here is another sterling example of short subject showmanship; here is absolute proof that smart exhibitors can turn those one- and two-reelers into real moneymakers with the proper application of good old-fashioned promotion. Congratulations to Elias and all those who assisted him.

Balanced Programs Require the Careful Booking of Short Reels

ONLY a few years ago the producer of a well known brand of short subjects labeled his product "The Spice of the Program." He was smart in doing so, for he realized that good short subjects can bolster a weak program, and he had consistently striven to make those he produced worthy of the slogan.

Today, it is true, there are plenty of splendid short reels that will add spice to any program. But the deplorable fact in many instances is that subjects are often booked without any thought of balanced program requirements.

A manager, for example, knows he has, let us say, a 75-minute feature, and he wants a two-hour show. Allowing five minutes for trailers and ten for the newsreel, he has 30 minutes for short subjects. So he either writes or telephones the exchange to book in a "single" and "double" for such-and-such a date, or three "singles." Even in some circuit-owned theatres (and we have actually seen these things happen), the feature bookings for "next week" come in about a week in advance. The manager is asked to book in the shorts he needs, and he does so. In other cases, he merely writes or telephones the circuit booker the number of minutes that need to be filled, and the booker does the rest.

Four Factors Are Responsible

Now mind you, this isn't the procedure in every situation. We fully realize that short subjects are carefully booked and well exploited in many spots, so if yours happens to be one of these, the charges contained herein do not apply to you.

As we see it, from the observations and inquiries we have made, there are four factors that hinder short subjects from being the business-builders they should be. First, of course, is the double-feature policy, which keeps many outstanding junior reels on the shelf. Perhaps a cartoon or a single-reeler is booked occasionally to "fill out," but more often than not, a newsreel and the trailers fill the bill.

The second evil, not necessarily in order of importance, is the booking of shorts as "fillers" without any consideration of their content or how they will fit into the program. The feature may be a musical, and if the shorts are also of a musical nature, the program is top-heavy in that respect. One couldn't blame customers for leaving the theatre a little displeased.

If the exhibitor or whoever is in charge of booking will study the short subjects available, he will find that there are types to meet every program requirement. Only in the dramatic department has there been a dearth, with only MGM's Crime Doesn't Pay Series serving to fill the need for a dramatic short. However, Warners recently released "Alice in Movieland" (*STR, Nov.* 30), a splendid little featurette about a girl's fight to win her place in the film firmament. This was followed by "Dog in the Orchard" (*STR, Jan.* 18), a well acted mystery-drama adapted from a *Cosmopolitan* short story by Mary Roberts Rinehart. Subjects of this type are so good that we have no hesitation in predicting that they could supplant a second feature successfully in any situation. Furthermore, in view of the many feature comedies that have recently been released ("Road Show," "The Philadelphia Story," "Third Finger, Left Hand," "Mr. and Mrs. Smith," "This Thing Called Love"—to name only a few), one can readily see how a "Dog in the Orchard" or an "Alice in Movieland" would be essential in rounding out a well-balanced, diversified program. These are subjects that fill a definite need, and for that reason must be booked carefully.

Another danger in spot-booking is the similarity in subjects. An exhibitor might, for example, call on RKO Radio and Columbia to supply him with two single-reelers for the same date, only to find on receiving his confirmation sheet that the former had booked him with an "Information Please," while the latter had given him "Take It Or Leave It." Both, of course, are quiz reels.

The third evil concerns not so much the type of subject booked as the disregard for running time. Theatres should adopt a uniform time schedule as nearly as it is possible to do so. The two-hour show has been hailed by many as the proper program length. In some cases, because of the extreme length of a feature, it becomes necessary to extend this to two and a half hours. Trouble arises when a manager, knowing he has, say, an 80-minute feature, books in a double and a single without finding out their running time. After the program has gotten under way, he finds the first show five or six minutes over. To get back on schedule, he has to eliminate one of the subjects on another show. Patrons who enter the theatre while that particular subject is being screened and who fail to see it at the next performance rightfully feel they are being cheated. Of course, if the excessive length of the program is known before the show starts, the subject can be deleted at the first performance without any ill effects. However, with the information as to running time, ratings, and types of most shorts available in the Short Subjects Booking Guide, there is little excuse for any of the preceding evils rearing their ugly heads. And where any subjects are not covered, the exchanges can furnish the necessary information.

Many Shorts Not Exploited

The fourth and last evil is the lack of exploitation. Many an outstanding short subject that could have brought added business has failed to do so because it was not sold to the public. Not all short reels, of course, can be exploited; but if the exhibitor is "on his toes," he knows those that are outstanding and those that are not, and he can deal with them accordingly. The plugging or "muffing" of a meritorious short subject can often mean the difference between profit and loss.



Woolworth Store Tieup

The Newsreel Theatre in Newark got the local Woolworth store to display some of its Andy Panda toy banks and put placards on them plugging the showing of one of U's Andy Panda cartoons at the theatre. There are many other tieups available on Andy Panda subjects, a full list of which can be obtained from the press books on the shorts.

the SHOW BUILDER

Wise Exploitation of Serials Assures Steady Patronage

Arouse Public's Interest with Strong Initial Chapter Plugs; Make Special Play for Kids

SERIALS rate high in the "Bread and Butter" class of screen entertainment and yet, in many instances, the chapter plays are the most neglected from the standpoint of exploitation. Much more money is spent in the exploitation of a feature than on the selling of a serial. And yet, for twelve, thirteen or fifteen weeks, or as long as the serial runs, the theatre benefits from the drawing power of a chapter play may possess, whereas the selling done on a feature must pay off its investment in the few days of its run.

Only three producers are now making serials and each of them releases four a year. That makes enough for each of three competing theatres in a town to be playing serials throughout the year. With such competition, the exhibitor who wants to capitalize on a serial must sell it vigorously to obtain the heaviest patronage.

Get Them in for First Chapter

The important thing, of course, is to get people in for the first chapter. Once that is accomplished, interest alone will bring back many of the first audience to see the remaining chapters.

First on your list of things to do when you start a new serial is to book a program of such strength that a large audience is bound to show up. Aside from that, heavy selling on the feature attraction will undoubtedly help the opening day of the serial as well. Strong shorts on the surrounding program will accomplish the same purpose.

For the serial itself, get up a questionnaire, to be handed to the entire audience as patrons leave the theatre. Ask three questions about the action in the next chapter. In other words, let this week's audience guess at what will happen in next week's episode. A simple questionnaire should be prepared for each week, except the last. They are to be handed or mailed back to you before the next episode is shown. For the best or three best or ten best you offer prizes of free admission for that episode. Thus interest will be maintained throughout the run of the serial. This stunt is good for adults as well as for kids.

Form Fan Clubs In Hero's Name

Fan clubs bearing the name of the hero of the serial can be formed easily. You can use novelty giveaways to keep the kids interested and hold a meeting in the theatre each Saturday just before the show starts. Thus the members of the club will be present in full force when you want them. Discussion of the difficulties the hero got into the previous week can whet interest in the current chapter.

Serials should be trailerized as much as three weeks in advance. Trailers should be changed frequently so successive audiences do not get bored by seeing the same trailer repeatedly. It should not be assumed that only the people who attend Saturdays are interested in serials. Those who see your shows on week days will likely attend on Saturdays as well, if you can arouse their interest.

Another idea frequently used is that of the punch card. This is a simple card bearing appropriate copy about the serial, with the names of the chapters along one edge. The doorman is equipped with a punch (which makes a hole of individual shape) and each time a kid shows up, his card is punched in the space bearing the title of the chapter for that day. Punches of this sort can be obtained from a railroad supply house; this is necessary to avoid counterfeiting punches. At the end of the serial or preferably on the first day of the next one, all the kids who have attended every chapter and bring in their cards completely punched out, are admitted free. Besides that they should be given some kind of a promoted prize, preferably based on the serial itself. Consult press books for ideas of this sort. Every serial has some sort of merchandising tieup for its hero.

A gala party should be given on the first day of a serial. Ice cream cones or soft drinks should be given to the kids. Promote them if possible; if not, it will pay you to at least share the cost in order to obtain as large a crowd of kids at the start as possible.

Invite Parents to Opening

We have run into a situation where mothers were loath to let their kids see a serial because it frightened them. One way to overcome this would be to invite mothers and fathers to the opening, admitting one parent free with each child. It's true this would be a lot of admissions at a low price but nevertheless, it will pay dividends because the parents will be expecting the kids to ask for a dime or 15 cents each Saturday to see the succeeding chapters.

In most of this discussion, we have emphasized catering to kids. Nowadays many serials are especially geared for adult appeal. Not all of them fall in this category, it is true, but if you select your subject carefully, screening a few chapters first, you can get a good audience reaction. In such case, play it at night as well as at matinees. Schedule the first two or three chapters so that they come when the greatest number of people are in the house.

"Award" Show Makes Deason's Patrons Shorts Conscious

A. D. Deason, Wichita Falls, Tex., theatreman, lost no time in playing the three short subjects that won Academy Awards. The spot bookings got him plenty of space in the local press, including several eight-column headlines on inside pages. Marquee, screen and lobby displays gave equal billing to the shorts and the feature. The subjects included: "Teddy, the Rough Rider," "Quicker'n a Wink" and "The Milky Way." The box office response was favorable.



Comedy Plugged by Display

RKO Radio's Edgar Kennedy comedy, "Drafted in the Depot" was hailed as an "Extra Added Attraction!" by Publicity Director Phil Laufer of Loew's Criterion, New York, who created this special 40 x 60 lobby frame for display during the two-reeler's run.

Goes After Kids for Serial

So that the serial-loving public (the kids) could have no excuse for not knowing "Zorro's Fighting Legion" was opening at the Palace Theatre, Manager Al Mayes literally covered the town of Graham, Texas, with handbills announcing a list of much-to-be-desired prizes for all little boys and girls under 12 years of age attending the weekly showings. He also distributed cards with 12 numbers, one for each chapter, which were punched out, one at a time, as the kiddies attended the serial performances.

Sells "Snow Eagles" to Ski Fans

Joe Scotti, skipper of the Sunshine Theatre, Albuquerque, N. M., directed his campaign on the short, "Snow Eagles," to the ski fans of his town, of which there are many. By personal messages to skiers and to ski clubs, Scotti sent word in advance of the picture's showing. Skiers responded in droves, some of them returning to see the picture a second and third time.

Valance and Front Sell March of Time in Philadelphia

Here's how the Fox Theatre, Philadelphia sold The March of Time. Manager Bill Israel exploited it as heavily as the feature with standees outside and a valance. Note that the latter can be used for every issue. With the publicity which Life and Time give to each issue of the March of Time, many theatremen who play the films find it pays to let the readers of these publications know when their film counterpart is being shown. Inserts can be placed in newsstand copies of these magazines as a further plug.



The SHOWBUILDER

A Message to

EXHIBITORS

The theatre managers of the country are eager to promote the national welfare. This is a time-honored tradition of "show business" and here is one more way in which you can perform a very timely service.

Reliable sources estimate that our land is burdened with millions of people who are improperly nourished, but until recently no major effort was undertaken to spread information about food that Mrs. American Housewife could comprehend and apply, for the health and welfare of her family. Now a nation-wide campaign is under way, in which motion pictures will function, and, as the popular saying goes, "here's where you come in."

The Metropolitan Life Insurance Company and the United States Public Health Service have produced a one-reel film on nutrition entitled "Proof of the Pudding." It was filmed in TECHNICOLOR by PARAMOUNT PICTURES. That it is an entertaining and worth-while short subject is borne out by the reviews that have appeared in this and other journals and by the fact that its first public showing was held in RADIO CITY MUSIC HALL. We believe your audiences will welcome it because it has something timely and vital to say.

You can book "Proof of the Pudding" by writing to the Metropolitan Life Insurance Company, 1 Madison Avenue, New York, N. Y. It is available without cost — no booking fee, no transportation costs, no charge for accessories (including a one sheet, a window card, and a press book). Please give three optional booking dates when requesting this film for your theatre.

Here's an opportunity, Mr. Exhibitor, to "do something" about the health of our nation. Your help is sought, not only by the sponsors but also by many educational and social agencies interested in the nutrition and health of the people, agencies that may also directly ask you to show—

PROOF of the PUDDING



In 'Em—Now She Books 'Em!

For four years a contract player in Warner Brothers short subjects, pretty Loia Cheaney, above, now books for the Interstate Circuit of Dallas, Texas, many of the featurettes in which she appeared. Proud to have helped "fill in" the background of "Teddy, the Rough Rider," she takes additional pride in the fact that the film won an Academy Award. Twelve months ago she never dreamed that in a year hence she would be in the Interstate berth, now takes seriously anyone's prediction that next year she'll ride an elephant in Siam.

News Names Signed For Columbia Shorts

One of the nation's outstanding sports announcers and four well-known radio and editorial commentators have been signed by Columbia Pictures in connection with forthcoming short subjects.

Bill Stern, director of sports for the National Broadcasting Company will do the commentary for the company's "World of Sports" series. The contract calls for Stern's services as narrator for the entire group of twelve subjects in this category to be released on the 1941-42 schedule.

Scheduled to appear in the second of the "International Forum" series are Maior George Fielding Eliot, famous commentator and *New York Herald Tribune* military columnist; Ralph Ingersoll, editor and publisher of the New York newspaper, *PM*; Linton Wells, foreign correspondent and CBS newscaster. and Wythe Williams. author, journalist and MBS radio commentator.

Both Wells and William are not newcomers to "International Forum," having appeared in the first of the series with Dorothy Thompson and William L. Shirer.

Columbia Sets 15 Chapter Titles for "The Spider Returns"

Final chapter titles have been selected for Columbia's forthcoming serial, "The Spider Returns," featuring Warren Hull, soon to be released. This picture continues the adventures of the famous fiction, radio and movie crime fighter, which were first brought to the screen in "The Spider's Web."

The Spider returns in this picture to combat a nationwide spy ring. The chapter titles depicting his struggle against the foreign agents are: 1. The Stolen Plans, 2. The Fatal Time-Bomb, 3. The Secret Meeting, 4. The Smoke Dream, 5. The Gargoyle's Trail, 6. The X-Ray Eye, 7. The Radio Boomerang, 8. The Mysterious Message, 9. The Cup of Doom, 10. The X-Ray Belt, 11. Lips Sealed by Murder, 12. A Money Bomb, 13. Almost a Confession, 14. Suspicious Telegrams, 15. The Payoff.

Henschel Shoots Works To Sell "Nostradamus"

Carey Wilson's "More About Nostradamus" was the subject of an "all-out" campaign staged by Walter Henschel and Forest Thompson at the Palace Theatre, Dallas. All the elements of an exploitation campaign for a high-bracketed feature were included.

Huge lobby set pieces, marquee billing equal to the feature, columns of newspaper space and puffs over the local radio stations featured the drive, an outline of which follows:

On the screen: special "flash" trailer two weeks in advance, another trailer one week in advance; special trailer on short shown during run at the Majestic, Rialto, Tower and Melba Theatres, Dallas. Lobby: special 8 x 10-foot set piece, with art, copy and playdate, used in lobby two weeks in advance and in front of the theatre during run; one of five regular art panels in the lobby was devoted almost entirely to the subject; title plugged on marquee.

Newspaper advertising: special plugs in daily ads ten days in advance; large ad in Sunday's paper included reverse slug plugging the short; special four-inch ad selling the short over the feature was used in afternoon papers before opening and in the *Dallas News,* on the following morning; regular space was increased to allow 40 per cent of space to be devoted to the reel. These ads ran through morning after opening. Sunday ad, currently plugged the subject; daily combination ads also included copy on the short.

Newspaper publicity: special stories in all local dailies in advance; special story and art layout in the *Dallas News* day before opening and special article in the *Dallas Herald.*

Super Swing Show Well Sold Despite Only 3 Days Notice

Although booked and "sold" only three days in advance of opening, the Super Swing Show of Dan Gould, Jr., at the Bowie Theatre, Fort Worth, Tex., proved to be an unusual box office attraction. The show was composed of three one-reel band subjects and "South of Suez," the feature.

Heralds were distributed to the schools, a special display was set up in the lobby, ads were placed in the high school papers, the shorts were given equal billing with the feature in the daily ads and the show was given a plug on the kiddie show at the local radio station. Business for the date was an indication of the thoroughness and efficiency of the campaign.

Cola Tieup Pays for Metroscopix Glasses

To relieve exhibitors of the cost of purchasing Metroscopix glasses when the Pete Smith "Third Dimensional Murder" played Loew's State and suburban theatres in New Orleans, Eldon Briwa, office manager of the local MGM exchange, sold the glasses directly to the Royal Crown Cola Co., which imprinted advertising and arranged tie-ups with the theatres.

HOLLYWOOD OUT-COLOSSALED

Dave Fleischer, major domo of the Fleischer Studios in Florida, in a single-sentence memo to production men out-colossaled Hollywood. The memo:

"After the credit titles dissolve to long shot of the Universe, have planets moving about in their orbits and stars twinkling."

The memo concerned opening scenes for the first of the "Superman" shorts being produced for Paramount's new program.

IN THE SHORTS STUDIOS

George Pal has announced that the fourth in the Puppetoon series for Paramount will be "The Gay Knighties," which will follow the present puppet movie, "Hoola Boola." It will be a Technicolor production, starring Jim Dandy.

"Love At First Fright" is the final title of a recently completed Columbia comedy starring El Brendel. The two-reeler was directed by Del Lord, and the supporting cast is headed by Louise Carver, Blanche Payson, Hank Mann and Duke York.

Breezy Eason has been assigned by Warner Bros. to direct the two-reel national preparedness Technicolor short, "The Tanks Are Coming." Cast and company leave May 14 for Fort Knox, Ky., location, home of United States Army Tank Corps.

Gabriel Pascal's one reel short, starring George Bernard Shaw and filmed in London during the blitzkrieg, opened at the Four Star Theatre, Hollywood.

"Robin Hood," made as a feature by Douglas Fairbanks and Errol Flynn, will be produced as a serial by Republic with Roy Rogers in the title role.

Besides featuring Michael Alvarez and Madcline Pollard, two of Arthur Murray's most popular dancing teachers, Pete Smith's newest MGM Specialty on the rhumba and la conga, "So You Want To Dance," will also have ten specialty dancers demonstrate the two Latin-American dances.

Universal's 12-chapter serial, "Sea Raiders," went before the cameras with a cast headed by Billy Halop, Huntz Hall, Bernard Punsley and Gabriel Dell of the famous "Dead End Kids." Ford Beebe and John Rawlins are co-directors on the film.

Jean Negulesco has been assigned by Warner Bros. to direct the two-reel short, "Minstrel Days," scheduled to go before the cameras on May 12.

Henry King and his band, currently appearing at Ciro's, have been signed to top a Universal musical featurette, which Reginald LeBorg will direct. Set for featured roles are the Kings Men, Eleanor Hansen, Billy Burt, Jimmy Dodd and Dinorah Rego.

Frank Whitbeck's "You Can't Fool a Camera," in his MGM Romance of Celluloid series, will be released this week. Aiding Whitbeck in the production were John M. Nickolaus, John Arnold, Nat Finston, Douglas Shearer and John Hilliard. Films are made twice a year by Whitbeck to plug forthcoming MGM releases.

Tommy Cook is being rushed in his scenes of Republic's "Jungle Girl," in order to meet commitments at two other studios.

Ralph Bushman gets one of the top roles in the MGM short, "Ghost Gold," now before the cameras.

"California or Bust" is the release title for the first of the Ray Whitley musical shorts for RKO's 1941-42 program. Second in the series is scheduled to go into production within the next two weeks.

Product Boom Anticipates '41-'42 Shorts Demand

Paramount Bolsters Theatre Supply with Announcement of Elaborated Schedule

Anticipated demand for a larger supply of quality short subjects will find the production and distribution branches of the industry ready with sufficient product to meet theatre booking requirements. Evidence of vastly stepped-up short subject production increases as various companies reveal schedules of featurettes for the 1941-42 season.

Paramount this week announces the greatly elaborated schedule for the coming year. The concrete announcement of series in which novelty, radio and screen names will bolster the supply of outstanding shorts for theatres next season, brings to a climax events which have made trade headlines since late January, when Paramount announced creation of a special shorts and newsreel sales organization with Oscar Morgan in charge. Prior to the latter announcement, the Paramount sales forces had been making checks in the field on audience reaction to various types and styles of short subject production.

Wide Variety of Subjects

The schedule of 85 single reel offerings far surpasses in scope any previous short subject schedule this company has released in any one season. The program is marked by an outstanding quality of variety as well as flexibility to enable the producers to tie in with topical events or currently popular figures.

In the 12 groups of one-reelers, there are 6 series which introduce brand new ideas or personalities to the short subject roster. The newcomers are "The Quiz Kids," the "Superman" cartoons, "Speaking of Animals," George Pal "Puppetoons," "Hedda Hopper's Hollywood" and the two "Fascinating Journeys" releases. The Robert Benchley group of four, brings a well-known and popular comedian under a new banner. Continuing are the long and well established Paramount series consisting of the Grantland Rice "Sportlights," "Unusual Occupations," "Popular Science" and "Headliners," the latter offering popular bands and entertainers in musical flash acts.



Postal Telegraph Boosts Bob Benchley Paramount Short in Father's Day Telegrams.

A concentrated drive to develop the full resources of outside popularity, such as personalities and shows of radio as well as cartoon characters, and exploitation efforts such as, in the past, were almost exclusively devoted to feature attractions by the distributors, is evident in the production schedule and the accomplishments to date in magazine and newspaper publicity.

One national tieup arranged by Paramount's shorts subjects exploitation department, is the precedent-setting stunt in which Postal Telegraph company is using a motion picture star and picture title as the headline for special "Father's Day" greetings via wire. The telegraph company estimates a distribution of not less than a half a million of the blanks, decorated with a picture of Benchley and carrying the line "Starring in Paramount's Hilarious Comedy Short 'The Forgotten Man'." This tieup supplements the cooperative full page ad in the *Saturday Evening Post* and merchant cooperation reported in The Show Builder last month.

POPULAR QUIZ KIDS RECRUITED FOR SCREEN APPEAL VIA SHORTS



Paramount adds to ammunition to attract people with radio habits by a series of "Quiz Kids" reels.

PUTS HOLLYWOOD ON PARADE



"Hedda Hopper's Hollywood," new short series.

"UNUSUAL OCCUPATIONS"



John Barrymore, seen in new Paramount release.

PUPPETOON GOES NAUTICAL



Jim Dandy in Paramount's "Madcap Models."

SUPERMAN NOW ON SCREEN



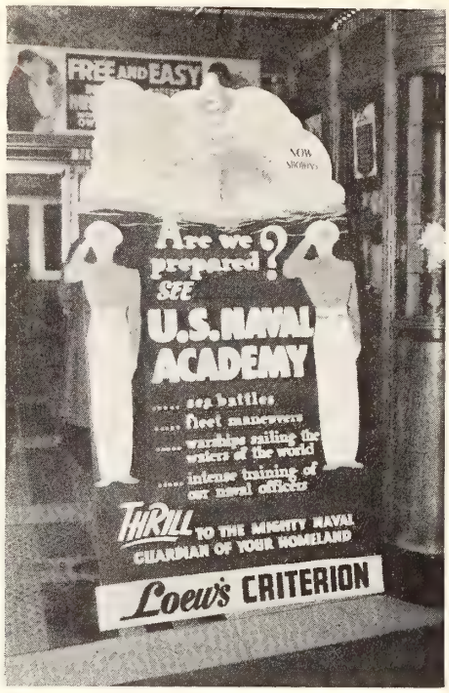
Paramount's program introduces "Superman" in a series of Technicolor cartoon thrillers.

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Proof that proper exploitation of short subjects builds business is evidenced by this 40 x 60 display on RKO's "When Wifie's Away," which played recently at Loew's Criterion, New York.



Phil Laufer, publicist for Loew's Criterion Theatre, New York, conceived this special cut-out display on behalf of Columbia's "U. S. Naval Academy." Many people stopped to look at it.



Dorothy Thompson was featured above the other news commentators in Manager Homer Le Temp's lobby display for Columbia's "International Forum" at the Aztec in San Antonio, Texas.

Nation's Theatres Use Short Subjects to Bolster Pulling Power of Lobby and Marquee Displays

THERE is more in the reproductions on this page than meets the eye, if we may be permitted to use a hackneyed expression. For one thing, obviously enough, they offer definite proof that showmen are now, more than ever, realizing the potential pulling power of outstanding short subjects; that they are realizing, also, the importance of the short reel in bolstering marquee and lobby displays.

True enough, three of the campaigns are on timely subjects; i.e. Columbia's "International Forum" and "U. S. Naval Academy" and March of Time's "Labor and Defense." With national and international news centering on defense and the war situation, it is only logical that people are vitally interested in these subjects. Therefore, the smart showman uses every means to advertise them to the public.

One keen-minded theatreman, Homer Le Temp of the Aztec Theatre, San Antonio, Texas, foresaw not only drawing power in the idea of an "International Forum" alone but also in one of its participants—Dorothy Thompson. Because her column is widely syndicated, because of the publicity she gleaned regarding her stand during the recent presidential election campaign, because of her numerous lectures on national and international affairs, Dorothy Thompson is by this time a household name.

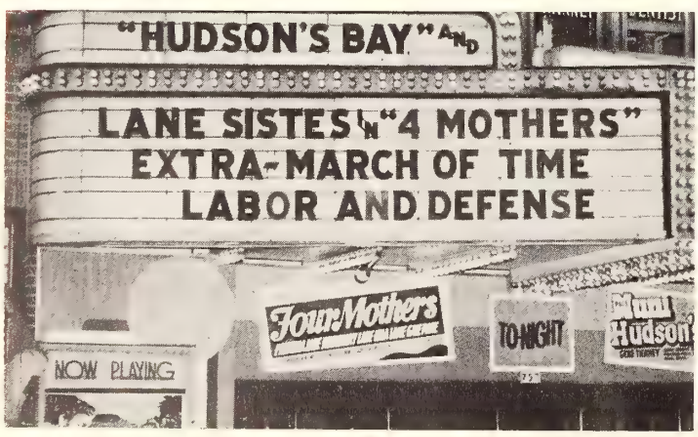
But it isn't necessarily the timely subjects that deserve this special exploitation treatment. Indeed there are many short reels of various types—music and vaudeville, travel, sports, science, comedy, to name only a few—which offer moviegoers diversified entertainment yet which many miss because the reels are not properly publicized. The number of cases in which a program of one weak feature and two or three exceptionally fine short subjects flopped at the box office because the manager failed to boost these subjects and thus "save the day" is considerably high. That it has declined is due in no small measure to the fact that experience has taught us that worthwhile short subjects *can* save a weak feature if we will only *sell* them.

Take two of the examples on this page (upper left-hand corner and lower right-hand corner). The Leon Errol comedy, "When Wifie's Away" was believed by Publicist Phil Laufer to have an appeal not only for those who count Errol among their favorites but also for those who enjoy a good comedy, and goodness knows there is a dearth of two-reel comedies these days. So he devised the special lobby display, complete with production stills.

The unique exploitation possibilities of the serial, "Adventures of Captain Marvel," coupled with the nation-wide Foster Publications tieup on its "Whiz Comics," from which the serial was adapted, was ample reason for the Centre Theatre in Milwaukee to banner the news trucks.

For the skeptics, for those who book short subjects and forget about them, for those struggling along on a double-bill policy, this page offers serious food for thought. Study it.

Ample marquee space was devoted to March of Time's "Labor and Defense" when it played at Manager Harold McMinish's Tower Theatre in Milwaukee.



News trucks in St. Paul, Minn., carried "Whiz Comics" posters to publicize Republic's chapter-play, "Adventures of Captain Marvel" at Centre Theatre.



Reviews of the Current Short Subjects

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week of May 3)

CAPITOL—The Goose Goes South (MGM); More Trifles of Importance (MGM) rev. 4-5-41.
CRITERION—Stranger Than Fiction No. 89 (Univ.) rev. 4-12-41.
GLOBE—Unusual Crafts (Col.) rev. 1-25-41; Western Wonderland (Col.) rev. 3-29-41; Crackpot Quail (Vita.).
PARAMOUNT—Fishing Fever (Para.) rev. 3-22-41; Eugene the Jeep (Para.) rev. 12-7-40.
RADIO CITY MUSIC HALL—Men of the FBI (RKO-M of T) rev. 4-12-41.
RIALTO—Mommy Loves Poppy (Para.) rev. 11-23-40; Gene Krupa and Orchestra (Para.) rev. 2-22-41; The Sporting Everglades (Para.) rev. 10-26-40.
RIVOLI — Picture People No. 7 (RKO-Pathe) rev. 3-29-41; Timber (RKO-Disney) rev. 3-1-41.
ROXY—A Dog's Dream (20th-Fox); Symphony in Snow (20th-Fox).
STRAND—The Cat's Tale (Vita.) rev. 4-5-41; Big Bill Tilden (Vita.) rev. this issue; The Seeing Eye (Vita.) rev. 4-5-41.

Big Bill Tilden *(For Tennis Fans)*

Vita. (6407) Sports Parade No. 7 10 mins.

Bill Tilden demonstrates the fine points of tennis, proves that his skill is just as good today as ever. There are some informative slow motion shots which make some of the plays more readibly understood. Despite the appearance of Arthur Q. Bryan in the film to give it a comic touch for general audience consumption, chances of this subject appealing to other than tennis fans are slim indeed. William Frazier wrote and directed the proceedings, and Wendell Niles handles the commentary while appearing in many of the scenes.

Toy Trouble *(Good)*

Vita. (6716) Merrie Melody No. 16 7 mins.

While visiting the toy department of a large store after business hours, Sniffles and the bookworm encounter some exciting experiences, decide to be more careful in the future. Although not an excellent Technicolor cartoon by any means, this is still good entertainment, especially for the children. Leon Schlesinger produced.

Wings of Steel *(Excellent)*

Vita. (6004) Technicolor Special No. 4 20 mins.

As its newest contribution to the nation's defense program, Vitaphone offers an interesting and well-produced subject concerning the training of young men for the Army Air Corps. It shows the fledglings acquiring the rudimentary knowledge necessary for more advanced work in flying army planes, takes them through a schooling of navigation, telegraphy, mechanics and meteorology to the day when they win their wings. Produced in cooperation with the United States Army Air Corps, the subject features Douglas Kennedy, Tom Neal, Ralph Byrd and Frank Wilcox. Owen Crump's original screenplay was directed by B. Reeves Eason. Cooperation should be enlisted from your local Army Air recruiting station in exploiting it.

Hollywood Meets the Navy *(Timely)*

Rep. (28-5) Meet the Stars No. 5 10 mins.

An important phase of the nation's defense program, the training of naval airmen, is highlighted in this subject in which the following Hollywood stars appear briefly: Charles Butterworth, Olympe Bradna, Henry Fonda, Richard Barthelmess, Roger Pryor, Anne Nagel, Mary Lee, George Murphy, George O'Brien, Linda Darnell and Carole Landis. This is the latest in the series of Harriett Parsons' entertaining shorts featuring celluloid celebrities.

Our Constitution *(Inspiring)*

Producers American History No. 2 19 mins.

The story of the Constitution's adoption has been depicted in motion pictures many times in the past. In this reel, however, it has been dramatized so effectively that it will become an inspiring experience to every American who sees it. Heroes of the American Revolution are shown, including Washington, Franklin, Hamilton, Madison, in realistic portrayals. The finished product ranks with the best of recent reels devoted to the same aspect of American history.

Our Declaration of Independence *(Timely)*

Producers American History No. 3 19 mins.

Timely is this subject produced by Academic Film Co., an adroitly conceived and historically accurate portrayal of the early years of the Republic. Especially effective is John Elliott in the role of Benjamin Franklin. Production values are first-rate. The promotion campaign obviously calls for tie-ups with patriotic and historical societies, with history classes in the schools.

Marie Greene and Her Merrie Men *(Lively)*

Vita. (6508) Melody Master No. 8 10 mins.

With an old-fashioned hotel dying on its feet, Marie Greene, one of the maids, decides it needs a little life. So she and the boys get busy and make the place a modern hostelry, put on a tuneful, rhythmic show. Needless to say the hotel becomes a success. Here is a subject that entertains every minute, that's well photographed, directed and produced in a manner that puts it above the usual stereotyped band and vaudeville reel. Other producers could take a few lessons from it. Among the numbers heard are Gotta Have My Rhythm, Long, Long Ago, Over the Waves, Dixie, Old Folks at Home, Camptown Races and Alice in Rhumbaland. A dance team, not identified, is exceptionally good. Jean Negulesco directed. Give the subject special mention in your news and in your lobby.



Showmanship in City Under Fire

Despite enemy bombing raids, showmanship continues in London, where this scene of an advertising display on a recent March of Time release, "Britain's R.A.F.," was taken. Note the sign: "Of course we're open! and the Cameo is still the brightest show in town."

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 3)

PARAMOUNT (No. 71)—San Francisco yacht season opens; Presidents of Panama and Costa Rica meet at border to sign treaty; President Vargas of Brazil celebrates 58th birthday; Wooden ship production in Maine; Canadian airmen arrive in Britain; Coast defense drill at Fort Barry, Calif.; Army sports activities at Arlington, Va.; Latest bombing raids in London; Roosevelt purchases first defense bond.

MOVIETONE (Vol. 23, No. 68)—London bombed; Crystal Palace bombed; Conscript women in England; Canadian airmen arrive in Britain; New honeymoon bridge in construction over Niagara Falls; Baby orang-utang in St. Louis; Army bombers over Mt. Shasta; Army sports activities at Arlington, Va.; Vacation fashions; Rodeo in California.

NEWS OF THE DAY (Vol. 12, No. 266)—Roosevelt buys first defense bond; London gets worst air raid; Canada rushes RAF reinforcements; Army bombers over Mt. Shasta; California police honor aircraft engineer (Los Angeles only); Rodeo at Saugus, Calif.; Thrill circus gives performance for orphans.

PATHE (Vol. 12, No. 71)—Roosevelt buys first defense bond; London gets worst air raid; Crystal Palace bombed; 2,400 soldiers in 180-mile hike in California; Army engineers learning railroading at Fort Benning, Ga.; Soldiers train for coast defenses at Fort McQuade, Calif.; Forest fires in New Hampshire; Army sports activities at Arlington, Va.; Australian surf carnival.

UNIVERSAL (Vol. 13, No. 976)—Roosevelt buys first defense bond; London gets worst air raid; Canadian airmen sail for Britain; Coast defense guns fired; Mass Army plane flight in California; Eye-glass beauty queen chosen at Palisades Park, N. J.; Army sports activities at Arlington, Va.; Rodeo at Saugus, Calif.; Hillbilly wrestling at North Bergen, N. J.

(Released Wednesday, April 30)

PARAMOUNT (No. 70)—Annual "twinvention" at Waco, Texas; Italian naval attache sails for Italy; Ford inspects giant Army bomber; Duchess of Windsor makes first plane flight; Girls feed fish at Marineland, Fla.; Lindbergh speaks; Hull talks on convoy question; Knox says U. S. must face responsibilities; Market Wise wins Wood Memorial; Penn Relays at Philadelphia; Pole Vaulting at Los Angeles; Drake Relays at Des Moines; Kid boxes at Naval Academy.

MOVIETONE (Vol. 23, No. 67)—Hull addresses lawyers; Knox addresses editors and publishers; American Mother of 1941 now proud grandmother; Girls feed fish at Marineland, Fla. (except Dallas); Photographers' bathing beauty contest at Long Beach, Calif.; San Jacinto Fiesta at San Antonio, Texas (Dallas only); Planes repaired at Duncan Field, Texas; Chrysler medium tank tested at Detroit; Blueblood canine announces 13 blessed events; Penn Relays at Philadelphia; Drake Relays at Des Moines; Kid boxers at Naval Academy; Market Wise wins Wood Memorial.

NEWS OF THE DAY (Vol. 12, No. 265)—Cableway to span rivers tested at Fort Riley, Kansas; Coast defense drill at Grayland, Wash.; Tank production at Eddystone, Pa. (Philadelphia only); Flying circus at Trenton, N. J.; Hull and Knox warn nation of peril; Photographers' bathing beauty contest at Long Beach, Calif.; Girls feed fish at Marineland, Fla.; Penn Relays at Philadelphia; Pole vaulting at Los Angeles; Drake Relays at Des Moines.

PATHE (Vol. 12, No. 70)—Chrysler medium tank tested at Detroit; Italian naval attache sails for Italy; Hull addresses lawyers; Soldiers in spare-time activities at Fort Ord, Calif.; Naval testing basin completed at Carderock, Md.; San Francisco's yacht season opens; Photographers' bathing beauty contest at Long Beach, Calif.; Navy officers' sons in midget bouts; Penn and Drake relays; Annual Azalea fete at Charleston (Atlanta, Charlotte, Memphis and New Orleans only).

UNIVERSAL (Vol. 13, No. 975)—Hull urges "quick" aid to Britain; Morgenthau urges higher taxes; Chrysler medium tanks tested at Detroit; Tank production at Eddystone, Pa.; Anti-aircraft guns tested at Grayland, Wash.; Ford inspects giant Army bomber; Canadian war ace honored at San Diego, Calif.; Girls feed fish at Marineland, Fla.; Drake Relays at Des Moines; Kid boxers at Naval Academy; Market Wise wins Wood Memorial.

the SHOW BUILDER

(Continued from Page 14)

Tent No. 11—Washington

For the past three Mondays Chief Barker Hardie Meakin and his able house committee worker, Harry Brown, have been bringing the boys in by the scores each Monday night for any of a number of reasons. For example on May 5 Barker and Mrs. Fred Rohrs and Barker and Mrs. Jack Fruchtman teamed up as Kings and Queens for the Night and pulled off more stunts than come out of Uncle Jack's question-box. As a matter of fact they did have a question bee with a big gold (fake) bag full of money (fake) as prizes. Everyone had fun and the coffers of the club had a swell time. A week ago was amateur night which was highlighted by a lot of professional folks from Loew's and Warner Bros. theatre stage shows. Dr. I.Q. was a guest that evening, but this handsome and talented lad wouldn't perform.

Just so everybody will know about our team for the championship of Variety Clubs at the golf tourney we'll tell who will play and if you've ever run up against these lads you'll start practicing right away. We have Al Pratt, Harry Bachman, Ed Melniker and Fred Beiersdorf, a foursome good in any man's company. Meanwhile, busy Chief Barker Hardie Meakin is plugging away on bringing a record-breaking crowd to the boardwalk in Atlantic City to aid the conventioneers. And here's a special note: please get the latest info on a special train and the attractive rates from him. Naturally, everyone will want to get together for the grand trip up and back.

Tent No. 12—Minneapolis

Wayne King and members of his famous band, playing the Orpheum, were clubroom visitors. King's genial personality made him many friends.

Members are hard at work to make the grand ball and dinner dance a success. Among visitors to the club was Max Stein, who operates the Warner Brothers' bowling alleys in Hollywood. He was here for a week to participate in the ABC tournament. There has been a large ticket sale and Chief Barker Ben Blotcky expects to raise a substantial sum for the Milk Fund, the club's principal charity project.

The 85-year old father of Abe Kaplan, one of the club's most active members, is recovering from an illness that confined him to a hospital for more than a week. As the day approaches for the national convention at Atlantic City, the list of local members planning to attend is expanding. The latest to "sign up" are W. H. Workman and George Turner of M-G-M.

Back after a winter in Florida and looking fine, W. A. Steffes, former Chief Barker for two terms, was given a warm welcome when he showed up for lunch last Wednesday. He seems much improved in health, but will continue to take it easy, for a while at least. He'll spend the summer at his northern Minnesota camp.

Tent No. 17—Dallas

Tent No. 17 was honored at the regular luncheon this week when three of the industry's most important executives were guests of former Chief Barker R. J. O'Donnell. Visiting Dallas for the first time in a number of years were Stanton Griffis, chairman of the executive committee of Paramount; William F. Rodgers, general sales manager for Metro-Goldwyn-Mayer, and Alan F. Cummings, manager of exchange operations for Metro-Goldwyn-Mayer.

Rodgers, on a tour of MGM exchanges throughout the South and West with Cummings, paid eloquent tribute to the purposes and charitable activities of Variety and mentioned that he was one of the first members of Tent No. 1, Pittsburgh.

Griffis and O'Donnell have just returned from a two week's vacation and fishing trip spent in Acapulco, famous fishing resort on the West Coast of Mexico. Each gave the other credit for landing the biggest catches.

Speaker and guest of honor at the luncheon was Dr. J. J. Taylor, editor-in-chief of the *Dallas Morning News*.

With all Spring golf tournaments and other events behind them, some 50 barkers of Tent No. 17 are busy with plans for the Atlantic City Convention coming up next. Hold your hats, boys, here we go again!

Chief Barker Paul Short has completed committee appointments for the year. Following is a complete list of all committee chairmen:

James O. Cherry, More Members Campaign Committee; Louis Charninsky, Monday Luncheon Attendance; Charles Meeker, Speakers and Entertainment, Monday Luncheons; Meyer Rachofsky, Collection of 1941 Dues; R. J. O'Donnell, Annual Outdoor Fun Festival; Ben Ferguson, Turtle Derby; Ed J. Sullivan, Gainesville Community Circus; Harry Sachs, Picnic for Members, Film Exchange and Theatre Employes; Joe Estes, Annual Hallowe'en Party; Wallace Walthall, Bingo Parties; Lynn Strocker and James O. Cherry, Christmas Carnival; John Adams, National Convention; Walter Henshel, National Convention Arrangements; Duke Evans and Burt King, Spring and Fall Golf Tournaments; B. C. Gibson, Spring Tournament and Frank Starz, Fall Tournament; Jake Lutzer, Daily Cocktail Hour; Inspector Charles Rader, Official Greeters Committee; Raymond Willie, New Year's Eve Celebration; Lloyd Rust, For the Good of the Organization; L. M. Rice, Legal Committee; Elmer Zrenner, Purchasing and Maintenance; John Adams, Christmas Cards; Al Wolf, Historical Committee; Jack Underwood, Shut-In Committee; R. E. Griffith, Heart of Variety; Fred Hoenscheidt, Boys' Camp; E. J. Solon, Freeman Memorial Clinic; Inspector Charles Rader, Winter Quarters; Fred Jack, Pay Off (Finance) Committee; John Adams, Bookers (Membership) Committee; Wm. F. O'Donnell, Sideshow (General Entertainment) Committee; Ray Beall, Billers (Publicity) Committee.

Tent No. 19—Baltimore

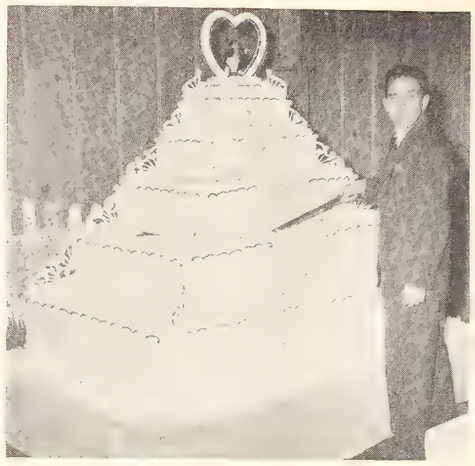
All is set for the Big Preakness Ball at the 5th Regiment Armory Saturday Night May 10th. Two great orchestras, Vincent Lopez and Raymond Scott will furnish the music. Tables of ten may be reserved in the Club House which will be especially decorated for the occasion.

Barker Eddie Kimpel is recovering from an operation at the Union Memorial Hospital. Eddie expects to go home this coming week.

The Club held a birthday luncheon party for Barbara Scully, 18 year old singing star of "The Student Prince" now playing at one of the local theatres. This is the first luncheon held by the Club where the ladies were invited. Needless to say the luncheon was well attended. Entertainment was furnished by the "Student Prince" Company.

Dough Guy Joe Grant and Barker Buddy Silverberg have received their papers to call on Uncle Sam. Good luck, Barkers, and a happy landing.

The Saturday Night Jamborees are well attended. Chief Barker Hicks has been having a different orchestra each week which creates new interest.



Short Takes the Cake

This is no plaster of paris and lattice work phony . . . But actually 650 pounds of delicious and entirely edible butter cake presented to Chief Barker Paul Short of the Variety Club of Texas on the occasion of the Club's Sixth Annual Spring Golf Tournament and get-together in Dallas April 19-20-21. So large was the cake that a special rubber-tired dolly was used to move it about. Measuring seven and a half feet high by eight feet wide at the base, the cake carried 150 pounds of icing that took three decorators ten hours to put in place. At the tournament's banquet concluding the three day event the cake was presented to Dallas' Buckner Orphans' home. The tournament netted the club's charity fund better than $6,000.

Tent No. 21—Atlanta

Barker Harry G. Ballance who heads up the "On To Atlantic City" committee has released information which shows that to date 79 members of the Atlanta Variety Club are positively going to the convention with the prospects that this number will increase to possibly 85.

The following Barkers have signed for the convention trip, to date:

William K. Jenkins, H. G. Ballance, Paul Wilson, R. G. McClure, R. B. Wilby, Mack Tharpe, Oscar Morgan, Arthur L. Lucas, Charles E. Kessnich, Roy Avey, Riley Davis, Sid Reams, Harold Spears, W. O. Anderson, E. E. Whitaker, Hudson Edwards, Clinton Bolton, John Lucas, J. H. Harrison, R. M. Kennedy, Tom Bailey, Alpha Fowler, H. B. Moog, Andrew Fiore, Mack Jackson, Nat Williams. L. A. Stein, Louis Rosenbaum, Frank Merritt, Karl Chalman, N. H. Waters, Earl Mann, R. J. Barnes, T. L. Davis, Jack Goldsmith, I. T. Cohen, Dave Prince, H. M. Lyons, R. L. McCoy, Tom Gilliam, Paul King, Lionell Keene, James F. Gillespie, Carl Floyd, E. B. Price, J. F. Kirby, T. H. Read, Willis Davis, Thomas Miller, Fred Coleman, M. Mitchell, Fred Dodson, I. L. Shields, H. P. Rhodes, John Ezell Jr., John Ezell Sr., L. D. Benton, J. H. Persse, Simon Falis, J. C. Brown, Robert Strickland, Lynn Dunn, W. D. Wall, Jake Pries, Edward Brown, R. H. Dunn, J. H. Black, W. C. Hames, Francis Rudolph, B. C. Weil, Harold Laird, Al Rook, J. E. Fitzgerald, T. E. Watson, L. J. Duncan, Jack Dumestre, Art Barry, Lee Rogers and Ernest Rogers.

Tent No. 24—Charlotte

Activities in the local Tent's ticket sale for the big Charity Show on May 9th continue with increasing enthusiasm as reflected by a great increase in ticket sales during the past week. Each team goes along in the same relative position as in the past but the combined efforts are doing unusually well in accomplishing the purpose.

Local citizens received their first concrete evidence of Variety activity the past week when the mobile unit of the local Tent appeared on the streets of Charlotte. Equipment is being secured and plans are being formulated for the presentation of movies for shut-ins and further work along this line is anticipated in the early future.

Visitors to the local club-rooms the past week included C. J. Sonin of MGM's New York office; Geo. L. Flax, Republic distributor in Washington, D. C.; Harry Graham, Universal's district manager in Atlanta; Rube Jackter of Columbia's New York office; Joe Ginn, new Columbia branch manager; E. M. Hartley of New York, and other guests.

Last Saturday night's frolic brought out the largest attendance so far and a big night was enjoyed by all who attended, the capacity of the club-rooms being taxed with the pleasure-bent members, guests and wives.

Activities are being continued by Scott Lett's "On to Atlantic City" committee with the purpose of having a prize-winning attendance from the local Tent at the convention. Activities by Jim Prichard's entertainment committee are also going forward to the point where plans may soon be announced for a golf tournament and all-day affair for the members and their "bosses" as well as other entertainment features for the next couple of months.

The Box Office Slant

The Pioneers

(*Continued from Page* 11)

works hard to overcome the weak situations, that are burdened with stock shots which were supposed to pad the action, but with little success. The rest of the cast just romp through their assignments. Direction and production are average. Use the usual stunts that help you put over westerns.

Catchline: "When the white and red men clash."

They Dare Not Love

(Hollywood Preview)

Columbia **Drama** **75 mins.**

(Prod. No. Not Set—Nat'l Release, April 30)

AUDIENCE SLANT: (Adult) Should please patrons who like heavy drama.

BOX OFFICE SLANT: Subject matter calls for strong selling to put it over to good returns.

Cast: George Brent, Martha Scott, Paul Lukas, Egon Brecher, Roman Bohnen, Edgar Barrier, Kay Linaker, Frank Reicher. **Credits:** Directed by James Whale. Screenplay by Charles Bennett and Ernest Vajda. Story by James Edward Grant. Director of photography, Franz F. Planer. Film editor, Al Clark. Produced by Samuel Bischoff.

Plot: The heir apparent to the throne of Austria is forced to flee from the Nazis. On the boat to America he meets his old professor and the latter's daughter, with whom he falls in love, but they lose each other upon reaching shore. When the girl learns that he has been tricked into surrendering himself to Germany, she follows him and they both find happiness on English soil.

Comment: Another anti-Nazi picture that will need some tall selling to put over, even with such swell marquee names as Martha Scott and George Brent. When you consider what other films dealing with the current European situation have done at the box office, it will give you a rough idea of what this one is up against. Both Miss Scott and Brent do swell work, but they never rise above the weak material and the weaker direction, so this one can be considered just an average program offering. Paul Lukas as the Gestapo chief and Frank Reicher, as the captain of the ship, are among the supporting cast who give excellent support. The production and technical assistance are above par. Your best bet is the two marquee names mentioned above. Use them in all your advance exploitation and advertising. Play up the romantic angle to attract feminine interest. As a radio or newspaper contest, invite patrons to name famous romantic teams of history, the stage and screen.

Catchline: "They dared not love while their country was in bondage."

Major Barbara

(Hollywood Preview)

United Artists **Comedy-Drama** **112 mins.**

(Nat'l Release, Not Set)

AUDIENCE SLANT: (Adult) Ideal for lovers of Shaw wit.

BOX OFFICE SLANT: Outstanding production for class patronage. A strong selling campaign will put it over to others.

Cast: Wendy Hiller, Rex Harrison, Robert Morley, Robert Newton, Emlyn Williams, Sybil Thorndike, Deborah Kerr, David Tree, Penelope Dudley-Ward, Marie Lohr, Walter Hudd, Marie Ault, Donald Calthrop. **Credits:** Produced and directed by Gabriel Pascal. Scenario and dialogue by George Bernard Shaw. Cameraman, Ronald Neame. Art director, Vincent Korda. Film editor, Charles Frend.

Plot: Wendy Hiller, a Salvation Army worker, is in love with Harrison, an apparent ne'er-do-well. She and her sister and brother appear to be problems to their wealthy mother and later to their father, estranged for many years. He takes them all on a tour of his munitions factory, for which he has long been seeking an heir, who must by law be a foundling. Everything ends well when it is discovered that Harrison is a foundling.

Comment: Brilliantly directed and produced by Gabriel Pascal, this presentation of George Bernard Shaw's famous play comes to the screen as a moving and compelling drama. The picture hinges on the work done by the Salvation Army. The people molded into the dramatic story are all excellently cast, each giving a powerful performance. The well written scenario and dialogue is Shaw at his best. The picture's acceptance at the box office will depend on shrewd exploitation as Americans are not too familiar with the names in the cast, although Wendy Hiller is known for "Pygmalion," Rex Harrison for "Night Train" and Robert Morley for "Marie Antoinette." Furthermore, the English accents are difficult to understand. Although essentially a drama, the picture is studded throughout with the famous Shaw wit, which should be something of a magnet. Mention in your advertising that the picture was produced in England under a hail of Nazi bombs. Contact local Salvation Army for cooperation. Use blowups of Shaw for lobby.

Hill Billies Boost 'Traveler'

A roving band of hill billies helped Manager Mallon of the Kern Theatre, Bakersfield, Calif., ballyhoo "Arkansas Traveler" to large grosses.

"DON'TS FOR NICE GIRLS"

Some 2,000 cards bearing the heading: "Don'ts for Nice Girls," were distributed to girls in offices and factories in Kenosha, Wisc., by Manager Louis Nye of Warners Gateway, in conjunction with the engagement of "Nice Girl." The cards created plenty of comment. Copy follows:

DON'TS FOR NICE GIRLS!

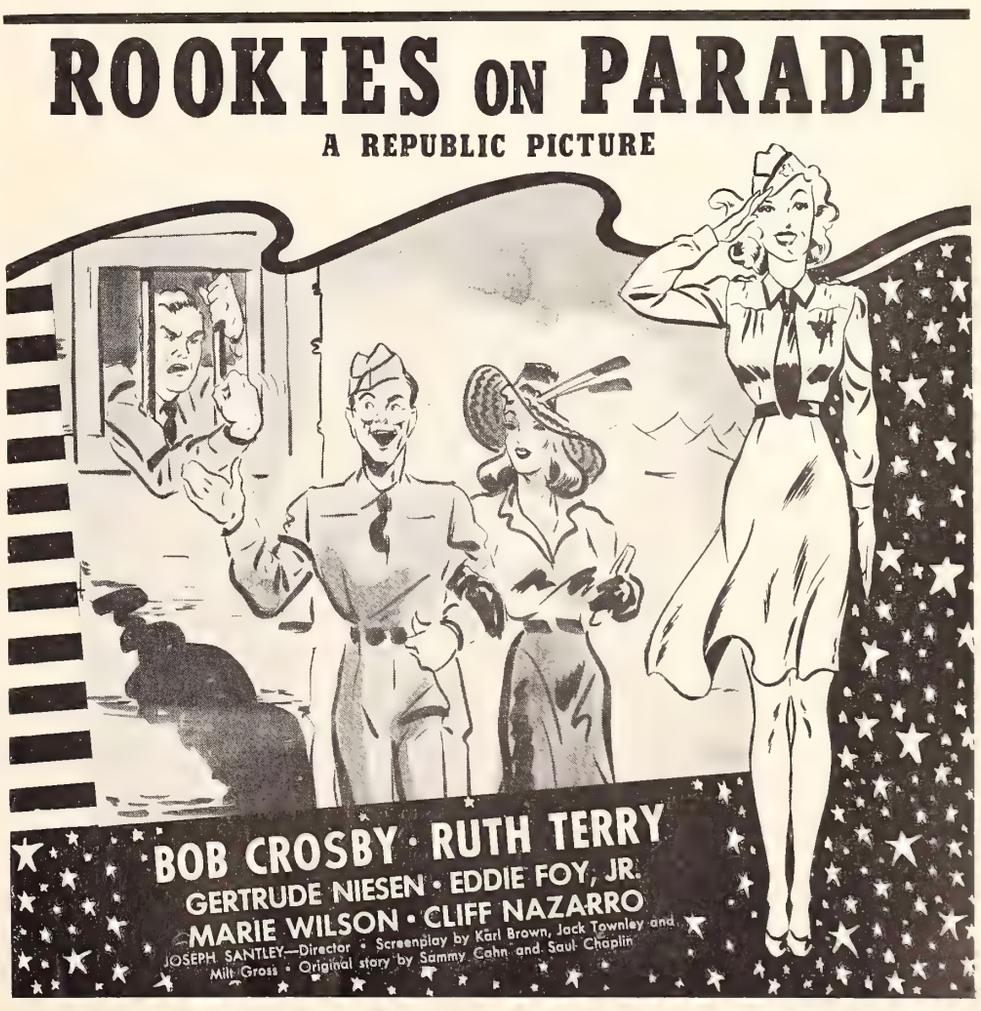
DON'T—

—Give your boy friends the run around . . . they're liable to run away.
—be a gold digger . . . unless you want some dirty digs.
—pull up your stockings in public unless you've had an awful let-down.
—come home at 5 a.m. . . . unless the milkman is your best friend.
—play one boy against another . . . unless you love a third
—say "no" when you really mean "yes!"
—wear too short a skirt . . . without two good reasons!
—go out with "live-wires" . . . you may be shocked!
—drink in public unless you're preparing for a "past!"

DON'T FAIL TO SEE—
DEANNA DURBIN in "NICE GIRL"
GATEWAY THEATRE

Fred Patterson Again Honored

Fred Patterson, manager of the Paramount Theatre, Amarillo, Tex., has had a second exploitation campaign reproduced in M-G-M's Cooperative Service Sheet, for his outstanding promotion of "Land of Liberty." The campaign was highlighted by the complete cooperation of local civic, patriotic, religious and educational groups.



Program Exchange

Don't Permit Warm Weather To Hamper Program Activity; Guido Trusty's New Tricks

IT'S May already, and it seems only a few days ago that we were braving the cold wintry winds. Time certainly does move. Just think, nearly five months from now Fall will be here. In the meantime, however, the summer season will reign. It will be hot—terribly hot—but if your theatre is healthfully air-conditioned, if you put just as much showmanship in the selling of attractions as you do during the winter, you haven't too much to worry about. Naturally your business will decline to a certain extent, but showmanship will keep it from dwindling down to nearly nothing.

Among other things, keep your weekly programs in circulation. Don't stop publication during the summer. If they're of any importance at all, surely they will serve to keep your patrons informed just as well in hot weather as in cold. Just to keep your theatre in the minds of vacationists, why not offer to mail your program to those who are going away? Of course, they won't be able to get back to see every picture you show, but they'll be thankful for your consideration and will look on your theatre with even more favor than ever on their return.

For a long time now the Ideal Theatre of Toronto has been impressing on the public, via its Ideal Theatre News, the importance of safety. Week after week "Safety Slogans" have appeared, and we have reproduced many of them from time to time. This week, through its program, the theatre offers patrons a 52-page booklet prepared by the Accident Recording Division of the Department of Highways. Entitled *The Motorist's Manual*, the little vest pocket guide should prove valuable to all motorists in Ontario. In making it available to the public free of charge, Manager Tom Pringle is performing a worthwhile service. It would be a good thing if U. S. exhibitors duplicated his action. As far as we know, motor vehicle bureaus in this country issue similar manuals. A look at the copy sent us shows that the following topics are discussed: 1—Driving Regulations. 2—How to Operate Your Motor Vehicle Safely. 3—If You Are Involved in an Accident. 4—Keep Your Car in Safe Operating Condition. 5—Driver's License Information. 6—The Vehicle. Well, we didn't intend to get off on a safety campaign lecture, so we'll drop the subject here. But we do think exhibitors should constantly conduct a safety campaign.

In the latest Ideal Theatre News, just received, is a pertinent institutional message that might wisely be copied. Under the interrogatory heading, "What Would Happen If the Ideal Theatre Closed Its Doors?", we find these lines:

"Did you ever stop to think about the importance of the motion picture theatre? The motion picture theatre provides a place of amusement for the boys and girls that cannot be duplicated. Think what would happen if the theatres in your locality were closed. What would the young and old do with their idle time? At the theatre young people see pictures that stress the moral values of life. Take away the motion picture and the young people would be forced to seek new forms of amusement. Would these other forms be as safe as motion picture amusement?"

Member Added This Week

Stanley Nyquist, Savoy Theatre, Catasauqua, Pa.

A Couple of New Tricks

Guido Trusty, manager of the Roxy Theatre, Alamo, Tenn., has a couple of new tricks worth mentioning. One of them is a weekly calendar. Unlike the usual monthly calendar, this is a card which contains an institutional message. At the bottom is a small pad which has been stapled to the card. As each attraction plays, the holder tears off the page, revealing the next. The calendars carry numbers, and if holders find their numbers in the box office window, they are admitted free. We'll bet there are few showmen distributing calendars similar to Trusty's.

Trusty also has a birthday card idea which he says is "inexpensive and gets plenty of attention." He adds that "you'd be surprised at the number of people who come in and ask to be allowed to sign for a birthday pass. I've had several persons tell me that this pass is the only birthday present they receive."

From the Capitol Theatre, Hancock, N. Y., comes a colorful little program. We like the poem at the bottom of the first page: "Though you may journey near and far, you'll find your best enjoyments are—right here at home, and one more thing—movies are right in style this spring." We hope we're on the Capitol's mailing list.

Again from the Capitol Theatre, this time in Lakota, N. D., we received a real honest-to-goodness egg on which was imprinted the theatre's Easter attraction. We also received with the egg a copy of the Theatre News, a mimeographed one-sheet program which contains not only news of current attractions but also carries some clever copy under the heading of "Thisa and Thata." Sample: "The height of laziness is the college boy too lazy to write home for money."

Out in Canon City, Colo., a newspaper-style program is printed for the Skyline Theatre and other houses in the surrounding territory. It looks like an actual newspaper, with its "sensational" headlines, large display ads, etc. Known as McCormick's Theatre News, we have an idea a private firm publishes the paper for the theatres. We'd like to have more details.

Pearce Parkhurst, the vagabond showman, is back again in Torrington, Conn., but this time he's managing the Alhambra. We like his "request card," which provides space not only for one's name and address so the program can be sent to him regularly but also makes it possible for one to list five attractions he'd like to see again.

That herald on "The Assassin of Youth" distributed to plug the film's showing at the Palace Theatre in Greenfield, Tenn., must have done a good job in attracting the sensation-seekers. Such lines as "Unfolding new pitfalls of American youth" and "Beautiful bodies wrecked for a moment of ecstasy," and lurid illustrations, are highlights. Of course, the picture never turns out to be the "thriller" the sensation-seeker had hoped for, but he keeps coming to see them, led on by the "sensational" advertising. Many exhibitors have told us that while, personally, they don't like to play this type of attraction, it is nevertheless highly profitable to the theatre to do so.

We've reached the end of our rope, so we'll be hanging around to greet you next week.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

Keeping the Family Together!

It takes more than three meals a day to hold the family together. That's only cupboard love. No! The real cementing influence, as many parents have found, is for the family to enjoy itself together, as it does at the Symphony Theatre.

Son will chip in on the party as well as Daughter when it comes to viewing the current screen hits with the old folks.

They all go because the fascination of the pictures showing at the Symphony gets them.

The Symphony is an economical pastime where you get more and better for your money in real entertainment value. It's Austin's greatest amusement bargain.

Post Cards Printed in Spanish Create Interest in "Argentine Way"

When the Kinema Theatre, Fresno, played "Down Argentine Way," with the Latin-American star, Carmen Miranda in the cast, Manager McKelvey recalled the large Spanish-speaking population in the town and mailed penny postal cards, each bearing an art layout of the singer, with imprinting in Spanish.

The stunt is significant because it reminds showmen that it is a good policy to direct a certain part of your promotion campaign to specialized groups if you believe that you have merchandise that will have a particular appeal for them.

--Your Application Blank--

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

JUNE

1st

KENTUCKY ENTERED THE UNION, 1792. Theatres in that State should participate in local observances of the occasion.

TENNESSEE ENTERED THE UNION, 1796. Ditto for theatres in Tennessee.

3rd

CONFEDERATE MEMORIAL DAY in Louisiana and Tennessee. It is also Jefferson Davis' birthday and as such is celebrated in all the states of the South. A picture with a Civil War background is especially appropriate for this occasion. Be sure to invite any local Confederate veterans to the theatre on this occasion.

6th

NATHAN HALE, patriot, born, 1755. The author of the famous phrase "I regret I have but one life to lay down for my country," is mentioned more and more nowadays, with patriotism coming to the fore once again. Try to tie up his name with some current picture also dealing with patriotism.

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	Mar. 8
Her First Romance	Jan. 11
Lady From Cheyenne	April 12
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Penny Serenade	April 26
Philadelphia Story	Jan. 25
Rookies on Parade	This Issue
Sis Hopkins	April 5
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1

Sock Campaign Heralds 'Ziegfeld' in Chicago

A real sock campaign, and one that was good for unprecedented front-page space in Chicago newspapers, was that put behind the world premiere of "Ziegfeld Girl" at the United Artists in that city. The campaign was put over by Bill Hollander, Balaban & Katz publicity director; Dorothy Deere, assistant to Hollander, and Ben Feldman, manager, with the aid of MGM exploiteers.

The *Herald-American* staged a contest, with a roving photographer making photos of girls he considered "pretty as a Ziegfeld girl." Five were published each day for three days, each receiving cash and guest tickets. The *Evanston News-Index* ran a contest to find a young lady approximating the physical measurements of Judy Garland to participate in a fashion revue at Mandel Brothers in Chicago.

The Windy City was the first stop of the "Z.G." costume tour, with Myrna Dell and Virginia Cruzon, two of the beauties who appear in the picture. Upon their arrival in the city, the girls were taken to the Municipal Airport to receive the first print of the picture. The girls also had several radio interviews and participated in several fashion shows. The large truck used to transport the costumes was sent through the streets as ballyhoo. The girls also made personal appearances at leading hotels and night spots. The *Herald-American* ran a special "world premiere" edition of the paper the day before the opening.

Manager and Staff Don Burnt Cork Mustaches for Lobby Stunt

Charles Poorman, manager of the Lyric Theatre, Newmanstown, Pa., one of the houses in the Mark Rubinsky circuit, created an effective bit of lobby publicity for the "The Great Dictator."

Starting a week in advance, Poorman had the ushers, doorman, cashier, even himself, paint mustaches on their upper lips with burnt cork and wear badges carrying this copy: "See 'The Great Dictator'."

In the box office window a sign appeared just above the chute through which change reaches the customers. The copy read: "Save your change and see 'The Great Dictator.'" At the same time, the cashier reminded patrons of the playdate.

The whole stunt was advertised as "See the Dictators in person," and got lots of laughs from the public, according to Poorman.

Kopulos' Drive Costs Little But Nets Much

A comprehensive but comparatively inexpensive campaign was staged on "The Great Dictator," by the Appleton Theatre, Appleton, Wisc., of which Al Kopulos is manager. The campaign included:

1—Ray Arnold, assistant manager, painted a likeness of Charlie Chaplin on an eight-foot display for the lobby, surrounding it with scene stills from the picture.

2—Transcription of Chaplin's first interview on the air was broadcast from a local station. The time was promoted free of charge.

3—Ten 18-inch standees lettered by Arnold were placed in hotels, restaurants, book stores and other choice spots.

4—Some 2,000 special heralds were distributed at the various theatres over the week-end and the balance distributed by newspaper boys. Ads were sold to merchants on the backs of the heralds to help defray the cost.

5—One hundred window cards were planted in Appleton, Neenah-Menaha and Kaukauna.

Selling angles, according to Kopulos included: selling the comedy angle . . . no advance in prices . . . first time at popular prices, etc.

Unusual Ad and Stencilled Herald Sells "Kitty Foyle"

Manager E. R. Erickson, of Warner's Rhodes Theatre, Chicago, used an outside column of the local newspaper for an unusual ad to sell the title and playdate of "Kitty Foyle." The title was set in large black type in a perpendicular layout—with the name of a different merchant alongside each letter. The co-operative ad created more than usual interest because of its novelty.

Erickson's cashier distributed to each patron a stencilled herald with a line of shorthand at the top and the following message at the bottom: "Which means that you're soon going to see a bachelor girl undress herself emotionally. The girl's Ginger Rogers, who as 'Kitty Foyle' will give you an intimate glimpse into the love life of 'The White Collar Girl' . . . See . . . 'Kitty Foyle' . . . starring Academy Winner Ginger Rogers in the role that won for her the highest honor Hollywood can give to its stars. . . ."



Stresses the Crime Angle

The crime angle of Republic's "The Great Train Robbery" was stressed by Manager Ralph Lawler of the Princess Theatre, Toledo, Ohio, in the smashing front he created to boost the film. Here is a closeup of the center display.

Promotes Page Spread, Displays It In Lobby



The moment news of Ginger Rogers' Academy Award honor reached Manager Dave Martin and his assistant, Bill Erickson, of the Granada Theatre, Inglewood, Calif., the duo got busy and laid out copy on RKO's "Kitty Foyle," due to play the theatre shortly.

Next day they planted a full-page spread in the *Los Angeles Herald-Express*, rushed a tearsheet of the page to the sign shop for a special card to be displayed in the lobby. The result is shown above (at the left, please!).

Dave could make even a *blank* display look attractive by placing one of his lovely usherettes at the side. The reason male patrons suddenly become helpless trying to find seats at the Granada is Usherette Jeanne Ayrest.

Bearskin Garbed Ballyhoo Artist "Brings" Print of "Hudson's Bay"

A gag which was used on "Hudson's Bay," but which might be used on almost any picture with a change of costume, was that of Joe Rosenfield, of the Modjeska Theatre, Milwaukee. Rosenfield had a ballyhoo artist garbed in a buckskin trapper's suit, walk up and down the streets of the business section carrying a can of film and bearing a canvas sign on his back, with the following copy:

"I am bringing the motion picture 'Hudson's Bay' to the Modjeska Theatre for your entertainment Sunday, Monday and Tuesday." So unique was the stunt that many pedestrians stopped to read the sign.

"Calling All Smiths . . ."

When "Mr. and Mrs. Smith" was booked at the Rialto Theatre, Racine, Wisc., it gave Manager George P. Gross an opportunity to telephone every person in town bearing that handle. In addressing the person who answered the phone, Gross said: "Is this the Smith residence? Don't miss seeing your namesakes, 'Mr. and Mrs. Smith' at the Rialto Theatre, starting Friday." The theatre's phone service is on a straight monthly charge, so the only expense involved was the manager's time.



ROOKIES ON PARADE



"ROOKIES ON PARADE," by its title alone, indicates its nature. Ordinarily, up to a year ago, pictures with an Army background would have been just so-so. But today, with 16,000,000 men having registered for selective service, with nearly 2,000,000 men in the Army, Navy, Marine Corps and other defense forces, interest is keen in pictures of this type. Therefore, it is a good idea to put some extra selling effort behind this picture to cash in on the tremendous amount of interest generated.

BALLYHOO

It's an easy picture to ballyhoo because of its background. For example, one idea would be to have about four men in Army uniforms (or a reasonable facsimile thereof) parade down the street in all kinds of disorder. A fifth man, representing the Sergeant can give commands and each of the four should be sure to disobey his orders. Signs on the backs of the men should give the title of the picture and the playdates. A stunt of this kind can attract plenty of attention and comment.

PARADE

The theme of the picture provides an opportunity for a military parade. If there is an Army camp in your town, it should be easy to arrange with the commandant to have some of the troops march down the main streets. The government is anxious to inform the public on the progress of defense and how selectees are being trained.

VETERANS GROUPS, TOO

Get in touch with the heads of the local American Legion Post, the V.F.W., Boy Scouts, etc., and arrange for them to march in the parade. Have drum majorettes in attractive costumes precede the parade, and theatre attendants can carry signs mentioning the picture and playdates.

NEWSPAPER CONTEST

You can obtain from your newspaper or perhaps from the local Army post commander or the War Dept. in Washington, pictures of the insignia of officers and non-commissioned officers of the army. Run these in the newspaper, one a day, with prizes for those who correctly identify each of the insignia and explain the duties of each officer, and the unit he commands. Copy to tie up this stunt with the picture can read, "Don't be a rookie like Bob Crosby and Eddie Foy, Jr., in 'Rookies on Parade,' coming here next week."

MERCHANT TIEUP

Novelty cards can be printed which would be given out by merchants with sales of more than a certain amount. Copy should read: "..... is hereby commissioned an Honorary Colonel in the Army of Show-Goers and is permitted to see 'Rookies on Parade' at the ..... Theatre at a discount of ..... cents. Set the discount low enough and make the distribution limited enough so that not too many will show up. Have your cashier address each person who presents a card as "Colonel."

POTATO PEELING CONTEST

As soon as one thinks of rookies, he thinks also of potato peeling. Therefore a potato peeling contest ought to be a real drawing card. Dump a few bushels of potatoes in the lobby and buy some cheap knives, not particularly sharp. Contestants, at a signal, begin paring potatoes and at the end of a ten-minute period are judged not only on the number peeled but also how well the job is done. This stunt should get a lot of laughs. If practical, pull it off on the stage. To overcome the possibility that contestants may be shy, inject a couple of "ringers" to start off the proceedings.

SNIPE ARMY POSTERS

You've no doubt seen some of the recruiting posters with Uncle Sam pointing his finger and saying "I Want You." There are probably several of these in the vicinity of your town. Put small snipes just underneath or near them to attract attention. The coupling of the posters with the title will get attention.

THE MUSIC ANGLE

There are six popular tunes introduced by the picture. Get music stores in the vicinity of your theatre to use window and counter displays on these titles. Get local bands to plug the tunes in hotels, night clubs, roadhouses, etc. Set up a phonograph in the lobby and play some of Bob Crosby's recordings on it, with a loudspeaker outside to attract the attention of passersby. Covers of the sheet music give credit to the picture, so get them posted wherever you can.

ESSAY CONTEST

Veterans of the last War as well as men who are now in training could participate in a contest for which you can promote handsome prizes. The contest should be for the funniest incident which occurred during their training period. Because of the tremendous interest in the men now in camp and the desire on the part of most stores to make sales to these men, you can promote some prizes which would be useful to a man in an Army camp.

HONOR LOCAL SELECTEES

From the local draft boards, get the name of every man who has volunteered or has been drafted for military service. Post these names in the lobby so that everyone in town who knows these men will see them. Nearby, copy about "Rookies on Parade" can tie up with them in such a way as "See what Army life is like in 'Rookies on Parade'." If any of the local men are home on leave, send a special invitation to the man and his family to attend as your guests.

LOBBY DISPLAYS

Military equipment of any kind can be borrowed for an effective display. Get the local American Legion or V.F.W. post to lend you trophies like helmets, flags, citations, medals, etc., and display them attractively. From the nearest Army post, you may be able to get a machine gun or some other weapon of modern war that can be displayed in the lobby with a man to explain its mechanism. A color guard of Legionnaires and Boy Scouts, could be stationed in the lobby during the run of the picture, for those times when the crowds are biggest.

BUGLERS' CONTEST

Through the newspapers, a trailer or any other means at your disposal, arrange for a buglers' contest during the run of the picture. On the night chosen for the contest itself, the buglers line up on the stage and one by one are asked to play the various calls. To add to the fun, squeeze a lemon, or suck one while the man is trying to play. It is well known that no one can play a bugle while a lemon is being sucked or squeezed in front of him. It will give your audience plenty of laughs.

FASHION TIEUPS

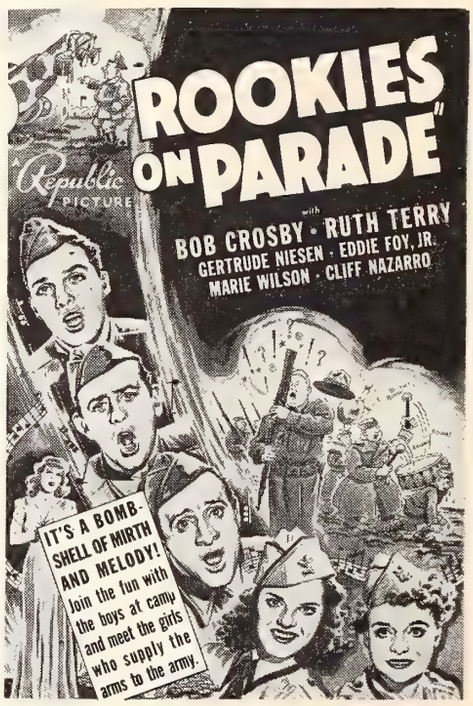
Ruth Terry, one of the feminine stars of the picture, appears in a bride's costume in a couple of scenes. Get stills of her in this outfit and plant them with local stores catering to brides. They should also be good for displays on the fashion page or woman's page of the local newspaper, since the season for brides is now approaching.

ARMY HOSTESSES

If there is a camp nearby, or there are any hostesses from your town, print some pictures of them in your program or in the newspaper together with photos of Ruth Terry and Marie Wilson in their roles of army hostesses. Captions can read, "Here's the real thing in Army hostesses and here's the reel thing . . ." Copy about the girls and the picture can follow.

NEWSPAPER ADVERTISING

The press book contains an assortment of ads in all sizes. Use a little more space than usual and try to get in as many of the ads with the humorous cartoons as possible.



Ad Highlights Important Angles

A good cast, plenty of comedy and music and the current draft are highlighted in this ad on Republic's "Rookies on Parade." There is a minimum of copy, which is as it should be, for the art work sells the picture in an effective manner.

An SIB Showmanalysis (REG. U. S. PAT. OFF.)

Associate producer, Albert J. Cohen. Directed by Joseph Santley. Screenplay by Karl Brown, Jack Townley and Milt Gross. Original story by Sammy Cohen and Saul Chaplin.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

The Weak Link

The average house manager is not so much neglectful as careless. His intentions may be perfect, but some of the managers are inclined to let things slide by until they assume serious proportions.

The first mistake a house manager makes is that he does not take his orders seriously enough and his attitude becomes indifferent. This later changes to laziness, with results that are both distasteful to the Home and Contact Offices as well as the offender.

The man who is in demand today is a good house manager, exploiteer and theatre operator with the ability to first perfect a well organized and clean theatre and then turn his attention and time to selling his shows. Ability, enthusiasm, willingness and energy are the most important factors that count in rating a good house manager.

An efficient manager first organizes his theatre and perfects the operation of it to the point where he can turn over the supervision to his assistant. After that, he should turn his attention to the exploitation, publicity and selling of his shows, with his organization so lined up that he need only keep an eye on all of the departments.

Today a house manager is a student of the theatre—of public reaction—of correct reproduction—of theatre conduct and management. Today you are a working part of a great organization—you must function perfectly with the machinery of its operation—when you slip—when you fail to give that perfect coordination—then the result of careful planning becomes naught and you are at fault.

Intelligence, hard work and creative ability will always be with us—they are the attributes that focus the spotlight of attention on the individual in the crowd.

'Doe' Exploitation Material Given To Exhibitors as Campaign Aids

Special exploitation supplements, in addition to the regular press book exploitation section, have been distributed to exhibitors by Warners for "Meet John Doe."

The exploitation issues contain theatre-tested campaigns used in various situations in the country where the feature has already played. Other supplements will be made available as the picture opens in other cities.

In this way, it is pointed out, exhibitors will have a wide range of exploitation material available to work out campaigns for the feature. Cities covered to date include New York, Los Angeles, Miami, Oklahoma City, San Francisco, Nashville and Richmond.

Tickets Sold to Pupils For "Land of Liberty"

For the first time in ten years, the superintendent of schools in Racine, Wisc., permitted sale of tickets to pupils for a motion picture show. The tickets were sold for "Land of Liberty," all-industry defense documentary feature and was part of the exploitation campaign of the Rialto Theatre, Racine, Wisc. Details were arranged by Manager Stanley Lambert and were reported by his successor, George P. Gross. The campaign consisted of:

1—At the request of Lambert, Carl E. Milliken of the Hays office wrote personal letters to the mayor, the editor of the *Journal Times,* the president of the Better Films League, the superintendent of schools and the program director of the local radio station. He also communicated with every Racine society, club and organization.

2—A benefit was arranged to raise funds for the emergency war relief work of the Racine Chapter of the American Red Cross, under the direction of the Racine Better Films League. Mrs. William H. Rohan, president, sent letters to virtually every organization with headquarters in the city.

3—Newspaper stories appeared in the *Journal Times;* the editor also wrote an editorial.

4—Mrs. Rohan spoke on Station WRJN on behalf of the film, the day before opening.

5—On opening day, Lambert devoted five minutes to the subject during a radio program titled: "Hollywood Lens."

6—Ray Gruis, WRJN organist, made special announcements about playdates, theme of the subject and urged his listeners to see it.

Fake Camera With Contraptions Sells "Roadshow" in Chicago

For a street ballyhoo on "Roadshow," J. Maloney, skipper of the Grove Theatre, Chicago, constructed a make-believe camera with an endless array of gadgets attached to the device. Two boys operated the ludicrous camera on the streets at the height of the rush hours. Passersby were asked to step up and have their pictures taken.

After the "picture" was taken, one of the panels opened up and a small mimeographed blurb on the film was ejected into the hands of the person who posed.

For a lobby display, Barry constructed an old-fashioned wishing well. On the floor of this well appeared a mirror with cut-out letters reading: "'Road Show'—starting Sunday." The letters seemed to be floating on the surface. A sign on the outside of the make-believe well read: "Make a Wish—Then Look Into This Well for Your Answer and Future Happiness."

A POSITIVE BOX OFFICE HIT



READY NOW

BOSTON	Northeastern Film Co., 14 Piedmont St.
BUFFALO	Bernie Mills, 723 7th Ave., N. Y. C.
CHICAGO	Special Attractions, 1250 So. Wabash Ave.
CLEVELAND	Imperial Picture Co., 718 Film Bldg.
DALLAS	Astor Pictures, 302½ So. Harwood St.
DETROIT	Excellent Pictures Corp., 2310 Cass Ave.
INDIANAPOLIS	Capitol Monogram Pictures, 404 N. Illinois St.
KANSAS CITY	Majestic Pictures, 1717 Wyandotte St.
MINNEAPOLIS	Charles M. Weiner, 1109 Currie Ave.
NEW YORK	Times Pictures, Inc., 630 Ninth Ave.
PHILADELPHIA	Peerless Dist. Corp., 1321 Vine St.
PITTSBURGH	Crown Film Co., 1701 Blvd. of Allies
SAN FRANCISCO	Astor Pictures, 261 Golden Gate Ave.
WASHINGTON	Peerless Dist. Co., 203 Eye St., N. W.

Ready Soon: Atlanta - Charlotte - Memphis - New Orleans - Omaha
St. Louis - Seattle - Cincinnati - Los Angeles - Milwaukee - Denver



She Types Out 'Kitty' Teasers

A girl resembling Ginger Rogers as she appears in RKO-Radio's "Kitty Foyle" was selected by Manager Ben Cohn of the Frolic Theatre, Chicago, to sit in the Lobby and type out teaser strips plugging the picture. The strips were handed out to patrons as they entered the theatre. Cohn also took "Oscars" from one-sheets on a former picture, cut them out and used them as miniature standees.

Brien Gets Honor Roll Button For 'Flight Command' Campaign

An Honor Roll Button has been awarded Lige Brien, manager of the Belmar Theatre, Pittsburgh, Pa., for his outstanding promotion of "Flight Command."

Six airplanes did stunts and made a 10-mile circle around the theatre as part of the campaign arranged by Brien. With the local *Press* as sponsor, he also conducted a model airplane building contest. In addition, T.W.A. and P.C.A. lines carried window displays plugging the film.

Uses Comment Cards for Display

Manager Bock of the Palace Theatre, Cincinnati, used a phase of the sneak preview of "The Devil and Miss Jones" for the regular run of the comedy. Bock saved forty comment cards for a special display board in advance and during the run of the production. These were mounted with the title, "Cincinnati Preview Fans Rave About 'The Devil and Miss Jones'."

Maloney Has Early Show For Dept. Store Employes

Manager M. L. Maloney of Loew's Poli Theatre, Worcester, Mass., took advantage of the department store background of "The Devil and Miss Jones" and staged an early-bird matinee with attendance largely from local department stores, telephone companies and general business concerns. The show began at 6 a.m.

Maloney's campaign included the use of trailers in three theatres advising patrons of the morning show. The trailer, was used four days in advance and, when it appeared on the screens, previously installed alarm clocks placed beneath the front row seats of the orchestra went off with a bang.

Maloney tied in with Town Talk Doughnuts and 2,000 doughnuts were served with Constitution Coffee, the latter company providing the coffee and service.

Maloney also tied in with Station WLCO for a 15-minute broadcast consisting largely of interviews with patrons. The broadcast was from the mezzanine floor.

Manager Lou Cohen of Loew's Poli, Hartford, arranged a similar morning show for "The Devil and Miss Jones," this one opening at 7 a.m. Cohen also obtained coffee and doughnuts for patrons through dealer tieups.

Both theatre managers were able to spot announcements on bulletin boards of various business establishments.

Tie-Up With Hobby Shop Nets Blasko Lobby Display of Planes

Manager Al Blasko of Warner's Parthenon, Hammond, Ind., made a neat tie-up with a hobby shop in advance of "Flight Command." For brief mention in his trailers, and heralds distributed to the schools, the co-operating merchant furnished a Mercury airplane model, complete with gas motor valued at $17.95, plus several other smaller models, for a Saturday matinee giveaway.

The models were displayed in the lobby, together with models of military planes, including the Grumman fighter used by the U. S. Navy and the Stuka and Messerschmidt fighting planes used by the Nazis. In all 18 plane models were displayed, each having a card explaining the type, speed and armaments, etc.

In addition to the model display, the assembled Mercury gas model was shown. A card also was placed in the window of the co-operating merchant.

'Hamilton Woman' Gets Comprehensive Selling

Gertrude Lawrence, stage star, provided a whirlwind finish to a very comprehensive and effective advertising, exploitation and publicity campaign staged for the Radio City Music Hall engagement of "That Hamilton Woman!"

Miss Lawrence unveiled the original Gainsborough painting of Lord Nelson in the lobby of the Music Hall the day before the picture opened, to the tune of stories and art in local dailies.

Four special windows were obtained at Bonwit Teller, leading Fifth Avenue department store. More than 200 Postal Telegraph windows carried special posters. A sniping and window campaign added 1,000 one-sheets and 200 window cards to the outdoor campaign, which included 600 three-sheets in surburban locations and 550 special one-sheet locations in the New York subways.

A special 40 x 60 lobby board was displayed in the Hamilton room of the Hearst Exhibit at Gimbel Brothers department store, which is seen by several thousands daily. A tieup with Triangle Books on Barrington's "The Divine Lady" resulted in more than 12 special book store window displays.



Unveiling Climaxes Campaign

Gertrude Lawrence, stage star, and W. G. Van Schmus, managing director of Radio City Music Hall, are shown here following the unveiling of the original of Lord Nelson in the theatre lobby. The stunt climaxed a whirlwind exploitation campaign on Alexander Korda's "That Hamilton Woman!"

Clicks in Radio Columns

Manager Harry Rose of the Globe Theatre, Bridgeport, Conn., concentrated on the radio columns in his campaign on "Let's Make Music." Rose clicked with several publicity stories centered around Crosby. The Globe manager made two music store tieins which netted window displays, while the Meresco Music Company and Andre's Beauty Salon placed co-op ads in local newspapers.

Portable Desk Ballyhoo

A ramshackle old touring car, labeled "Mickey Rooney's Woo-Woo Wagon," and fixed up by chief of service Tom Gatewood, was sent around the city as ballyhoo for the showing of "Andy Hardy's Private Secretary" at Loew's, Norfolk. Assistant manager Joel Margolis came up with a sidewalk typewriting contest in which a desk on wheels was rolled around downtown streets, with passersby invited to try their skill at typing.

'Penny Serenade' Gets Precedent-Breaking Key-City Newspaper Advertising Campaign

"Penny Serenade" will be given a precedent-breaking newspaper campaign, reaching an actual circulation of more than 18,500,000 in forty-five key cities, it has been announced. The advertisements will appear on the news pages of the newspapers and, in most instances, will have preferred position on page two or three of these publications.

This is the first time this type of advertising has been given a motion picture.

The campaign will consist of a series of three three-column, 120-line advertisements, carrying endorsements of the production by Irene Dunne, Cary Grant, Claudette Colbert, Loretta Young and Rosalind Russell. They will run both two and three days in advance of the opening dates on "Penny Serenade."

The opening "break" of this unusual advertising campaign has already started in twenty-three key cities, and will be followed in other important spots ahead of "Penny Serenade" bookings.

This pre-selling advertising drive will appear in all the newspapers in these forty-five cities: Albany, N. Y.; Atlanta, Ga.; Akron, Ohio; Boston, Mass.; Birmingham, Ala.; Buffalo, N. Y.; Baltimore, Md.; Charlotte, N. C.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Columbus, Ohio; Dallas, Texas; Denver, Colorado; Des Moines, Iowa; Detroit, Mich.; Dayton, Ohio; Houston, Texas; Hartford, Conn.; Indianapolis, Ind.; Kansas City, Mo.; Louisville, Ky.; Los Angeles, Calif.; Memphis, Tenn.; Milwaukee, Wis.; Minneapolis, Minn.; New Haven, Conn.; New Orleans, La.; Oklahoma City, Oklahoma; Omaha, Neb.; Philadelphia, Pa.; Providence, R. I.; Pittsburgh, Pa.; Portland, Oregon; Rochester, N. Y.; Syracuse, N. Y.; San Antonio, Texas; Salt Lake City, Utah; Seattle, Wash.; San Francisco, Calif.; Springfield, Mass.; St. Louis, Mo.; Toledo, Ohio; Worcester, Mass.; Washington, D. C.

Additions to this list of cities are being made wherever theatres regularly engaging in co-operative advertising with Columbia choose to use the ads, with Columbia paying half the cost, over and above the regular cooperating advertising on the picture.



Tie-up Ads

Two tie-up ads, one with a credit jewelry outfit and the other with an automobile insurance company were promoted for the recent world premiere engagement of Republic's "Sis Hopkins" at the Fox Theatre in St. Louis, as part of the whirlwind campaign preceding the opening.

Color of Gay Nineties in Lobby Used to Sell "Strawberry Blonde"

To re-create the atmosphere of the "gay 90's," which is the essence of "Strawberry Blonde," Robert Wagnon, skipper of the Hippodrome, Taft, Calif., installed an RCA record player in the lobby of the house and played familiar tunes from that period. The music was also piped to the street via a marquee loudspeaker.

The highlight of his campaign on the picture, however, was a tie-up with a jukebox operator who permitted Wagnon to place the following sign on some 20 machines located throughout the city:

"Have every fifth dance with James Cagney and Olivia de Havilland Who Appear Next Thursday in 'Strawberry Blonde'. Just Ask the Bar Man After Each Fourth Number and He Will Play Selections From the Picture." The jukebox operator paid for the fifth number himself. He was reported completely satisfied with the stunt because it helped stimulate business.

Now that the automatic record-players are cutting into the movie business, even indirectly, it's mighty smart showmanship to take advantage of their popularity whenever the opportunity presents itself.

Teaser Campaign on Horror Film Employs Masked Clothing Dummies

As part of a teaser campaign on a horror picture, recently, Manager Robert Mallon of the Kern Theatre, Bakersfield, Calif., placed clothing dummies dressed in male attire and wearing masks, in several local stores. The dummies carried signs reading: "Who Is the Face Behind the Mask. Kern Theatre, Sun." The theatre's ushers, costumed in the same regalia, ballyhooed the picture about the house. This is a simple stunt that can be used in connection with any picture having a mystery angle.

Teaser Signs in Lobby Resembled Roadside Billboards

A series of signs similar to the road placards of a well-known shaving cream was used by Manager Richard Barry of the Capitol Theatre, Chicago, on "Philadelphia Story." Individual signs at intervals in the lobby read as follows: First Sign: "Coming—A Funny Story"; Second Sign: "Coming—A Tall Story"; Third Sign: "Coming—A Snappy Story"; Fourth Sign: "It's the 'Philadelphia Story'—Coming Soon."

The signs were placed in the lobby two weeks in advance.

Advance Dope

THUNDER OVER THE OZARKS (Rep.) **Comedy.** Rel. not set. **Principals:** Leon, June and Frank Weaver, Betty Jane Rhodes, John Archer, Loretta Weaver. **Plot:** A promissory note is found in the ruins of the Weaver home in the Ozark mountains, so they set out for Washington to collect their claim. Unscrupulous people almost cheat them out of it, but they come back safe with their fortune. **Director:** Nick Grinde.

MIAMI (20th-Fox). In Technicolor. **Drama with Music.** Rel. July 4. **Principals:** Don Ameche, Betty Grable, Robert Cummings, Charlotte Greenwood, Jack Haley. **Plot:** Two young ladies decide to use a small inheritance to finance a trip to Miami, where they hope to bag millionaire husbands. Eventually they both marry for love, but one gets the money too. **Director:** Walter Lang.

TIGHT SHOES (Univ.) **Gangster.** Rel. June 13. **Principals:** John Howard, Brod Crawford, Binnie Barnes, Leo Carrillo, Anne Gwynne. **Plot:** A suave, slick gangster king behind the scenes, is the publisher of a civic-minded newspaper in the public eye. He is finally exposed by a struggling young shoe clerk who becomes a one-man citizen crusader. **Director:** Albert Rogell.

SUNNY (RKO) **Musical-Comedy.** Rel. May 20. **Principals:** Anna Neagle, Ray Bolger, John Carroll, Edward Everett Horton, Helen Westley. **Plot:** Thrown together by the confusion of Mardi Gras, a showgirl and a hot-headed young playboy fall hopelessly in love. His family, believing her a designing female, try to shatter the romance, but goaded by his crusty old aunt, he pursues and wins the girl. **Producer-Director:** Herbert Wilcox.

MEN OF THE TIMBERLAND (Univ.) **Action.** Rel. June 6. **Principals:** Richard Arlen, Andy Devine, Linda Hayes, Willard Robertson. **Plot:** A forestry inspector is sent to inspect land owned by a young lady, from which a vast quantity of timber, more than allowed by law, has been cut. He finds the timber has been stolen by an unscruplous lumber operator without the owner's knowledge. **Director:** John Rawlins.

SUN VALLEY (20th-Fox—1941-42) **Comedy with Music. Principals:** Sonja Henie, John Payne, Glenn Miller and his Orchestra, Milton Berle, Joan Davis. **Plot:** A publicity stunt comes home to roost when a young band leader is forced to adopt a refugee for whom he applied. The refugee turns out to be a grown-up young lady, who sets her cap for him and wins in spite of all obstacles. **Director:** H. Bruce Humberstone.

SADDLEMATES (Rep.) **Western.** Rel. May 23. **Principals:** The Three Mesquiteers. **Plot:** The three Mesquiteers are detailed by the Red River Ranger Patrol to seek an elusive Indian chieftain who is constantly stirring up trouble. With the aid of the daughter of the commander of an army post, they suceed in their mission. **Director:** Les Orlebeck.

NAVY BLUES (WB) **Comedy.** Rel. not set. **Principals:** Ann Sheridan, Jack Oakie, Martha Raye, Jack Haley, Jack Carson, Herbert Anderson. **Plot:** Two slap-happy gobs attached to the battleship Montana, get into a mess of trouble when the ship anchors in Honolulu. Forever gagging up bets in which they can filch dishonest dollars from their shipmates, they eventually have to appeal to two feminine singers in a night club to help save their necks. **Director:** Lloyd Bacon.

MAN HUNT (20th-Fox) **Spy.** Rel. June 20. **Principals:** Walter Pidgeon, Joan Bennett, George Sanders, John Carradine. **Plot:** A world-renowned English big game hunter unwittingly attracts the attention of the Gestapo and spends the balance of his life trying to avoid getting into their clutches. **Director:** Fritz Lang.



What's Funny About This

You couldn't be funny every day either. And Dick Kirschbaum, who draws a humorous cartoon for STR every week, sometimes runs out of ideas. Send in your suggestion for a cartoon and if it is used, Dick will send you the original drawing.

Farewell Party For 50 Draftees Given As "Buck Privates" Opens in Sheboygan

A farewell party for 53 young men called to the colors was staged at Warner's Sheboygan Theatre, Sheboygan, Wisc., the night before the opening of "Buck Privates." In every community in the country, men are joining the fighting services; therefore, the stunt could be repeated virtually everywhere.

Manager M. Connor and Assistant M. J. Gorman lined up the local merchants who donated gifts. The heads of the local draft boards gave their official approval to the party in a statement issued to the press. The Boy Scouts' drum and bugle corps co-operated by marching to the theatre in a group and appearing on the stage. Mayor Runge broke another engagement to appear and make a brief address.

All of the trainees were invited to attend the party and to bring a guest. As soon as preliminary arrangements were completed, an ad was placed in the newspapers announcing the event. This was followed daily with other ads of a similar kind, tying in with the feature.

On the night of the party, the boys appeared on the stage and were presented with gifts. The address by the Mayor was followed by a selection by the Drum and Bugle Corps. For the finale, the audience stood and sang "Auld Lang Syne," and "The Star Spangled Banner."

Says Manager Connor: "We benefitted in two ways: at the box office but better yet, through good will, since many compliments were tossed our way."

Alert showmen throughout the country would do well to consider staging similar events. There's still some time left to get on the bandwagon.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

David Howard, who for several years directed all the George O'Brien westerns, will take over the megaphone of "Dude Cowboy," the next Tim Holt outdoor drama for RKO. Marjorie Reynolds and Ray Whitley head the supporting cast.

"Nevada City," latest Roy Rogers-George "Gabby" Hayes starrer, went before the cameras at Republic with Joe Kane as producer-director. Sally Payne has been assigned the feminine lead.

Horace MacMahon, Samuel Hinds and Reed Hadley have been added to the cast of Universal's "Rhapsody In Stripes," comedy which Albert S. Rogell is directing. Top roles are being portrayed by Nat Pendleton, Robert Paige and Anne Gwynne.

Lou Carter, one of the original "Keystone Kops," checked in at the Harry Sherman studio to play a role in "The Parson of Panamint."

For the first time in his screen career, Dennis Morgan will have the lead in a big musical production, it was announced by Warner Bros. The picture will be "Carnival In Rio," a lavish Technicolor special now in preparation, to be directed by William Keighley.

Final featured character role in Columbia's "Heaven Can Wait," Robert Montgomery starrer currently in production, was awarded to Edward Everett Horton. Signing of the comedian rounds out a cast including Evelyn Keyes and Rita Johnson in the two top feminine roles, and Claude Rains and James Gleason.

Clarence Brown, MGM director, has made up the four days of lost time on "Unholy Partners," when rain disrupted his shooting schedule. The picture co-stars Clark Gable and Rosalind Russell.



Exhibitor on the Set

Mr. and Mrs. Edwin Silverman of the Essaness Theatres, Chicago, visit the "Dive Bomber" set at Warner Bros. and chat with Director Michael Curtiz.

Akim Tamiroff was signed by Edward Small for one of the top roles in "The Corsican Brothers," which will star Douglas Fairbanks, Jr. The picture is scheduled to start when Fairbanks returns from his goodwill trip to South America.

"Wanderers of the West," Tom Keene western for Monogram, goes before the cameras next week at the studio's Prescott, Arizona, ranch. "Arkansas" Slim Andrews tops the supporting cast.

Virginia Van Upp has gone to Palm Springs to work on the screenplay of "Out of the Frying Pan," Broadway hit show which Edward H. Griffith will direct for Paramount. Miss Van Upp is working on the script with Francis Swann, the author.

Gregory Ratoff will initiate production of "Tonight Belongs to Us," which he is producing and directing, by acting in the first scene to be filmed. Ratoff always appears as an actor in every picture he directs. Shooting starts shortly with Loretta Young in the leading role.

Samuel Goldwyn's "The Little Foxes," starring Bette Davis, went into production under the direction of William Wyler.

With Tyrone Power, Betty Grable and John Sutton heading the large cast, "Yank in the R.A.F." got the "go" signal from Director Henry King on the sound stages of the 20th Century-Fox studios. The picture is the first for Power since completing "Blood and Sand."

Director Roy Del Ruth expects to start "The Chocolate Soldier," co-starring Nelson Eddy and Rise Stevens, in about two weeks. This is Del Ruth's first assignment on his recently signed MGM contract.

Nick Lukats, former Notre Dame All-American, checks in at Warner Bros. to teach Jack Oakie how to punt and throw forward passes, for scenes in "Navy Blues."

Walter Wanger's next production for United Artists, "Sundown," is scheduled to go before the cameras in about four weeks under the direction of Henry Hathaway, who is currently testing several top players for the leading roles.

"Sis, Boom, Bah!", a youthful review similar to "Meet the People," has been bought by Producer Sam Katzman of Monogram for early production. The picture's cast will include most of the principals in the musical.

Producer-director John M. Stahl's "Our Wife" company left for several days shooting in San Fernando Valley. All principals, headed by Melvyn Douglas, Ruth Hussey and Charles Coburn, will work on the location. The company has been working on the luxury liner set at Columbia, for the past two weeks.



Before the Shooting Started

Producer Alexander Korda and Director Julien Duvivier, have a last minute conference before the shooting started on Korda's "Illusions." The picture, being made for United Artists release, stars Merle Oberon.

Newest Development in Lighting for MGM's "Chocolate Soldier"

The newest development in low-key lighting will be used in the filming of "The Chocolate Soldier," which Roy Del Ruth is preparing to direct for MGM with Nelson Eddy and Rise Stevens co-starred. Del Ruth has been conferring with three lighting experts and two film technicians from the Eastman Kodak Company, receiving instructions in the use of less light in photographing of motion pictures.

This new lighting method and more highly sensitized film, will make possible camera angles which have had to be avoided with the old type of intense light. Del Ruth will use ceilings in his filming of the light opera because of the new lighting methods, a practice which is almost unheard of in motion pictures.

Yarborough Directs 'Gang's All Here'

Monogram's "The Gang's All Here," latest Frankie Darro starrer, went before the cameras under the direction of Jean Yarborough. In addition to Darro, the cast includes Mantan Moreland, Keye Luke, Jackie Moran and Marcia Mae Jones. The story is an original by Edmond Kelso, and is being produced by Lindsley Parsons.

"Showboat Sal" for Canova

"Showboat Sal," an original by Ray Golden, will be the first Judy Canova picture for Paramount, under her recently signed contract to make one film annually for that company over a five year period. Miss Canova is currently appearing in Republic's "Puddin' Head," under Joseph Santley's direction. "Showboat Sal" will be an elaborate musical production.

Albert Replaced by Anderson

As a result of the illness of Eddie Albert, Herbert Anderson will replace him in "Navy Blues," the Warner Bros. filmusical which also features Ann Sheridan, Jack Oakie, Martha Raye and Jack Haley. Selection of Anderson was a reward for his brilliant work in "The Bride Came C.O.D."

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Over to Fine Arts Studio for a visit on the set of "Forced Landing," the second Bill Pine-Bill Thomas opus for Paramount. Don't let anyone kid you about this team making good pictures, on a par with their first, "Power Dive."

Mel Blanc, the gravel-voice of Leon Schlesinger's "Bugs Bunny," has been signed to an exclusive contract, which should make the "oldtimer" sore. We always thought Andy Devine and ourself, were the only gravel-voice experts in this burg.

The signing of Shirley Temple by Edward Small for one of his forthcoming UA productions, was a big surprise to Hollywood. Although the deal does not go into effect until after Shirley completes a film for MGM, Small has under consideration four stories for the child actress.

After the performance of Jack Oakie in 20th Century-Fox' "Great American Broadcast," the gang working with him in Warners' "Navy Blues" better watch out. Jack just about stole everything in "Broadcast," from the ring-posts of the Willard-Dempsey fight to the fade-out finish. Keep up the good work, Jack.

Reinhold Schunzel is negotiating for the screen rights to "Kosciusko," written by Leo Podwojski. The "blurb" artists can now dig up that old gag about the cop who found a dead dog on Kosciusko Street, and moved it over to Vine Street . . . or is it too old, at that.

We wonder how Joe Pasternak feels after reading the local reviews on "The Flame of New Orleans." It's not really as bad as it sounds, Joe, but the gang expected to see something better.

Our snooping reporter tells us that Robert Cummings has the inside track for one of the top roles in Sam Wood's "Kings Row" . . . the part Wood has been trying to borrow Tyrone Power for.

Darmour Preps Next "Queen"

Producer Larry Darmour has set May 5 as the starting date of the third picture in the "Ellery Queen" series, which will co-star Ralph Bellamy and Margaret Lindsay, with James Hogan directing. Temporary title is "The Devil to Pay," based on one of the early Ellery Queen novels.

"Texas Marshal" Rolls

With a cast headed by Tim McCoy, Kay Leslie and Art Davis, "Texas Marshal" got the "go" signal from Director Peter Stewart of Producers Releasing Corp.

Thornton Goes to Roach

C. W. Thornton, formerly business manager for Edward Small Productions, joins Hal Roach Studios as executive vice-president and general manager.

Top-Rank Cast Set by Rep. for Judy Canova's "Puddin' Head"

Pleased by the praise accorded "Sis Hopkins," by critics both in Hollywood and in St. Louis where the world premiere was staged, Republic has rounded out a sterling cast for Judy Canova's current starring vehicle, "Puddin' Head."

Set to play opposite the inimitable Miss Canova is Francis Lederer, famous on stage and screen. Heading the supporting cast will be Eddie Foy, Jr. and Slim Summerville, two of the top comedians in the movies. Alma Krueger, veteran actress, has been set for an important character role. Others will be announced shortly.

Joseph Santley, who directed "Sis Hopkins," is wielding the megaphone on "Puddin' Head," with Albert J. Cohen as associate producer. Present plans call for a $750,000 budget on the musical comedy, Miss Canova's third starring picture for the studio.

Lowery Tops "Private Nurse"

Robert Lowery has been assigned the male lead in "Private Nurse," opposite Brenda Joyce at 20th Century-Fox. It is Lowery's first top assignment on the Westwood lot where he has been for the past three years. The picture rolls this week under the direction of David Burton.

Cregar for "Charley's Aunt"

Laird Cregar was set for one of the featured roles in "Charley's Aunt," the Jack Benny starrer at 20th Century-Fox. Ernest Cossart was also assigned to one of the important roles in the picture which goes before the cameras this summer.

"Cyclone" Next for Don Barry

Don Barry's next western for Republic will be "Kansas Cyclone," which is set to go into production May 10, with George Sherman producing and directing. Barry recently completed "Desert Bandit."

Shapiro Stays With Selznick

Victor Shapiro will remain with David O. Selznick Productions in charge of a new department of production exploitation, while Whitney Bolton takes over as director of advertising and publicity.

Dix Does Two More for Sherman

Richard Dix has been signed by Harry Sherman to star in his next two specials, "Tombstone" and "American Empire," which Sherman will make for Paramount release.

HOLLYWOOD STUDIO ROUND-UP

Production continues in full swing with eleven new pictures starting this week:

COLUMBIA

TILLIE THE TOILER—Principals: Kay Harris, William Tracy. Director, Sidney Salkow.

MONOGRAM

GANG'S ALL HERE—Principals: Frankie Darro, Mantan Moreland, Jackie Moran. Director, Jean Yarborough.

PARAMOUNT

AMONG THE LIVING—Principals: Albert Dekker, Susan Hayward. Director, Stuart Heisler.

PRODUCERS

TEXAS MARSHAL—Principals: Tim McCoy, Kay Leslie, Art Davis. Director, Peter Stewart.

RKO-RADIO

DUDE COWBOY—Principals: Tim Holt, Marjorie Reynolds, Ray Whitley. Director, David Howard.

THE LITTLE FOXES—Principals: Bette Davis, Richard Carlson, Teresa Wright. Director, William Wyler.

REPUBLIC

NEVADA CITY—Principals: Roy Rogers, George Hayes, Sally Payne. Producer-Director, Joe Kane.

PUDDIN' HEAD—Principals: Judy Canova, Francis Lederer, Eddie Foy, Jr. Director, Joseph Santley.

20TH CENTURY-FOX

YANK IN THE R.A.F.—Principals: Tyrone Power, Betty Grable, John Sutton. Director, Henry King.

DRESSED TO KILL—Principals: Lloyd Nolan, Mary Beth Hughes, Sheila Ryan. Director, Eugene Forde.

LAST OF THE DUANES—Principals: George Montgomery, Lynne Roberts, Eve Arden. Director, James Tinling.



Former Exhibitor Feted on Return to Studio Activities

Dick Dickson (at extreme right) assumes post of general manager for Harry Sherman, producer of western epics for Paramount after a twelve-year period with Fox West Coast Theatres. Dickson once was co-owner of a theatre circuit. Producer Sherman welcomed him into the fold with a bang-up dinner, which was attended by all department heads of the company. Left to right: William White, head accountant; Richard Johnson, production supervisor; Lewis Rachmil, associate producer; Harry Sherman and Dickson.

Meet Your Exchangemen

Joseph Schaeffer (Col.)

Joe was born in Philadelphia in 1889. After graduating from Central High School there, was employed as bookkeeper and then as buyer of various merchandise. His film career began in 1918 when he joined Fox Films. Except for six months spent in the United States Army during the World War, he remained with them until 1926. He left to join Warners. During this period he also operated a number of theatres in the Philadelphia area. After leaving Vitagraph in 1934, he organized a premium distribution business in Philadelphia and then became city salesman for First Division Pictures. In 1938 he joined Columbia as salesman in the Harrisburg territory.



Edward M. Loy (Republic)

Eddie started his theatrical career with the circus and roadshows. He began his motion picture career with Metro in Portland, Ore., in 1915 and has been in the sales end of the business ever since, with time out for Army Service. He worked for Paramount and Fox for a number of years before joining Republic's franchise holder, J. T. Sheffield, as manager of the Butte branch, a position he holds today.



Bernard J. Ross (MGM)

Bernie started with MGM 15 years ago as a checker in St. Louis. Then he was shifted to Detroit and then to Buffalo in the same capacity. When there were no percentage engagements he learned the office routine and became a booker in Buffalo. After five years of that he was made office manager of the Charlotte branch in 1939. About a year ago, he was promoted again, this time to salesman in the same office.



Walter Millar (UA)

Walt began as a poster artist for the Fox Theatres in Denver under the supervision of Lou K. Sidney. Then he operated a theatre in Denver. Preferring exchange work, he joined Universal as manager of the Butte branch. In 1930, he joined MGM as a salesman in Salt Lake City and in 1934, switched to United Artists. He has been with the latter company ever since. Walt is well known for his magnetic personality.



CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

AIR CONDITIONING

"IT'S COOL INSIDE" BANNER FREE with every purchase of BLOWER, AIR WASHER OR EXHAUST FAN. Special 20 per cent discount NOW in Pre-Season Sale. Ask for Catalog AIRCON. S.O.S., 636 Eleventh Ave., New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book covering every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

DISCONTINUED EDITIONS — CAMERON'S "SOUND PICTURES TROUBLE SHOOTERS MANUAL," 1,200 pages, $2.95; "Motion Pictures with Sound," $2.95; Servicing Sound Equipment," $1.95; "Amateur Taking - Showing Pictures," $1.49; "Talking Movies," 39c; Richardson's "Blue Book on Sound," $1.49; "Building Theatre Patronage," $1.95. S.O.S. CINEMA SUPPLY CORPORATION, 636 Eleventh Avenue, New York City.

EQUIPMENT WANTED

WANTED TO BUY: Complete Theatre Equipment. Harry Dudzik, 3826 Pulaski St., East Chicago, Indiana.

NEW EQUIPMENT

"HAVE SOUND AS GOOD AS ANY THEATRE MY SIZE," writes Walter Bucholz, New Haven, Missouri. "S.O.S. HAS GOT THE GOODS." Why limp along with outdated equipment? Trade yours for new amplifier, speaker, soundheads, or complete 1941 Sound System. Nothing down, $10 monthly. S.O.S. CINEMA SUPPLY CORP., 636 Eleventh Ave., New York City.

JUST BOUGHT FROM MANUFACTURERS 10,000 SQUARE FEET OF SOUND-SCREEN, WOVEN FABRIC—every screen brand new, made to your order—Chrome diffusive, 29½c; Rubberized washable, 34½c; Crystal beaded, 47½c; Eventone gradationally perforated, 49c. All less 20 per cent DISCOUNT. TIME PAYMENTS OR 5 PER CENT CASH. Samples free. S.O.S., 636 Eleventh Ave., New York City.

START YOUR OWN SHOW—Projection, Sound, Drapes, Chairs, cheap. Two years to pay—Trades taken. S.O.S., 636 Eleventh Ave., New York City.

THEATRES FOR RENT

MAJESTIC THEATRE. No chairs or equipment. For Rent. Chain or independent. 408 N. Carroll, Mt. Carroll, Ill.

FOR SALE: Eight year low rental lease Ohio Theatre, Leipsic, Ohio, including apartment. Excellent equipment. Catholic community. Clark Young, Bowling Green, Ohio.

THEATRE FOR SALE

FOR SALE: Good Theatre. WANTED: good low intensity lamphouses. Write: Goodall's, Ogallala, Nebraska.

THEATRE GAMES

BINGO CARDS DIE CUT, $15.00 for 10,000 lots. Less quantities, $2.00 per 1,000. S. Klous, c/o SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

USED EQUIPMENT

GOOD CHAIRS—75c UP. Veneers, Panel Backs, Squabs, Spring, any pitch or width. Bargain list. Independent Seating Co., 547 West 46th Street, New York City.

RECONDITIONED ARC - RECTIFIER COMBINATIONS, from $99.50; Used Powers Projectors, $39.50; Lenses, $2.95; Spotlights, $2.95; Simplex Intermittents, $6.95; Soundheads or Amplifiers, $9.95; Jensen Tweeters, $9.95; General Electric Mazda Lamphouses, $19.95. What do you need? S.O.S. CINEMA SUPPLY CORP., 636 Eleventh Ave., New York City.

HOLMES EDUCATOR PORTABLES WITH 2000-FT. MAGAZINES, $249.50; DeVRY ESF SOUND PORTABLES, $99.50; Standard make 16mm sound projectors, $85.00. Box 523, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

COMPLETE HIGH GRADE EQUIPMENT IN 25 foot house, cheap. Box 522, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

AMPROS, B&H, DeVRYS and VICTOR sound projectors. Want film. F. Shafer, Washington, Ind.

WANTED TO BUY

WANT 16 mm. sound projector equipped with arc light. Also want 16 mm. film. F. Shafer, Washington, Indiana.

USE CONVENIENT BLANK TO CONTACT READY BUYERS

SHOWMEN'S TRADE REVIEW, 1501 BROADWAY, NEW YORK, N. Y.

You are authorized to insert.....times in your classified section the following:

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For which I enclose { cash / check / money order } in the amount of.....
in full payment at the rates quoted above.

Name.....Street.....City.....State.....

Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
Hell's Crossroads (D)A (Former title "Our Daily Bread")	Tom Keene-John Qualen		8/2/40	Reissued
Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1037	Girls of the Road (D)A	Ann Dvorak-Helen Mack-L. Lane	61	6/20/40	b7/27/40
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
	I Married Adventure (T)F	Travelogue Feature	78	7/24/40	b8/3/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1036	Mad Men of Europe (War)F	Edmund Gwenn-Mary Maguire	72	6/3/40	b5/25/40
1038	Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1021	Out West with the Peppers (CD)F	Edith Fellows-Dorothy Peterson	62	6/30/40	b7/20/40
1028	Passport to Alcatraz (Spy)A	Jack Holt-Cecelia Callejo	60	6/6/40	b5/25/40
1214	Return of Wild Bill (W)F	Bill Eliott-Iris Meredith	60	6/27/40	b7/13/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
	Big Boss (D)A	Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
	Penny Serenade (CD)F	Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles		5/7/41	a4/26/41
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
	They Dare Not Love (D)A	Martha Scott-George Brent	76	4/30/41	b5/3/41
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
	Under Age (D)A	Nan Grey-Alan Baxter-Tom Neal	60	4/24/41	b4/26/41
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming 1940-41

	Adventure in Washington (D) (Former title "Senate Page Boys")	Herbert Marshall-Virginia Bruce	5/30/41	a3/15/41
	Betty Co-Ed	Ruby Keeler-Harriet Hilliard		a4/26/41
	Blondie in Society	Penny Singleton-Arthur Lake		In Prod.
2215	Hands Across the Rockies (W)	Bill Elliott-Dub Taylor		a4/26/41
	Heaven Can Wait	Robt. Montgomery-Rita Johnson		In Prod.
	Her First Beau (CD)	Jane Withers-Jackie Cooper	5/8/41	a3/15/41
	I Was a Prisoner on Devil's Island (D)	Sally Eilers-Donald Woods		a4/26/41
	Naval Academy (CD)	Jimmy Lyden-Fred. Bartholomew	5/22/41	a3/15/41
	Obituary (D)	Frank Craven-Edgar Buchanan		a4/26/41
	Officer and the Lady (D)	Rochelle Hudson-Bruce Bennett		a4/26/41
	One Way Street (D)	Anita Louise-Russell Hayden		a4/26/41
	Our Wife	Ruth Russey-Melvyn Douglas		In Prod.
	She Knew All the Answers(D)	Franchot Tone-Joan Bennett	5/15/41	a3/29/41
	Son of Davy Crockett (W)	Bill Elliott-Iris Meredith		In Prod.
	Tillie the Toiler (C)	Kay Harris-William Tracy		In Prod.
	Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane	6/5/41	a3/15/41
	Voice In the Night (D)	Clive Brook-Diana Wynyard	83	b4/19/41

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
42	Captain Is A Lady (C)F	Coburn-Billie Burke-B. Bondi	65	6/21/40	b6/29/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
41	Mortal Storm (D)F	Margaret Sullavan-Jas Stewart	100	6/14/40	b6/15/40
31	New Moon (O)F	Jeanette MacDonald-Nelson Eddy	102	6/28/40	b6/15/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44	Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
39	Susan and God (C)A	Joan Crawford-Fredric March	117	6/7/40	b6/8/40
45	We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

MGM

Current 1940-41

			Mins.	Rel. Date	See Issue of
126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	88	12/13/40	b12/7/40
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	80	9/6/40	b9/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	74	11/29/40	b12/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	73	10/4/40	b10/5/40
106	Duley (C)F	A .Sothern-Ian Hunter-B. Burke	104	11/1/40	b11/2/40
108	Escape (D)A	Norma Shearer-Robert Taylor	115	1/3/41	b12/21/40
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	55	2/28/41	b3/8/41
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	76	11/15/40	b11/16/40
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	228	1/17/41	b12/16/39
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	82	12/6/40	b12/14/40
114	Go West (F)F	Marx Brothers	82	9/20/40	b8/31/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/27/40	b8/3/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90	2/14/41	b2/15/41
131	Washington Melodrama(My)A	Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/41
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
102	Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD)	Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/41

Coming 1940-41

	Bargain Basement	Marx Bros.-Virginia Grey	6 13 41	In Prod.
	Barnacle Bill	Wallace Beery-Virginia Weidler		In Prod.
	Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan	5/30/41	a2/1/41
	Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)	6/6/41	a3/29/41
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman		a3/29/41
	Getaway	Robert Sterling-Van Heflin	6/6/41	In Prod.
135	I'll Wait For You	Virginia Weidler-Robt. Sterling	5/16/41	In Prod.
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern		a3/22/41
134	Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter	5/2/41	a3/29/41
133	People vs. Dr. Kildare (D)	Lew Ayres-Lionel Barrymore	5/23/41	In Prod.
	Unholy Partners (D) (Former title "The Uniform")	Clark Gable-Rosalind Russell		a3/29/41
136	Woman's Face (D)	Joan Crawford-Melvyn Douglas	5 9 41	a3/29/41

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
	Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
	Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
	Last Alarm (D)F	Warren Hull-Polly Ann Young	61	6/25/40	b7/6/40
	Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
	On the Spot (D)F	Frankie Darro-Mary Kornman	61	6/11/40	b6/8/40
	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
	Riders From Nowhere (W)	Jack Randall-Margaret Roach	45	6/6/40	a4/27/40
	Up In the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40
	Wild Horse Range (W)F	Jack Randall	53	6/25/40	b6/22/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
	Break the News (M)	Maurice Chevalier-Jack Buchanan	75	4/10/41	Reissued
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)	Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	Hoosier Schoolboy	Mickey Rooney		4/17/41	Reissued
	House of Mystery	Kenneth Kent-Judy Kelly		5/7/41	Not Rev.
	Invisible Ghost (H)A	Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
	Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		2/10/41	a1/11/41
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
	Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Roar of the Press (My)F	Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)F	Range Busters	60	4/20/41	b5/3/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
	You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	Gang's All Here	Frankie Darro-Mantan Moreland		In Prod.
	King of Zombies (H)	John Archer-Mantan Moreland	5/14/41	a4 26 41
	Pioneers, The (W)F	Tex Ritter-Slim Andrews	61 5/10/41	b5/3/41
	Redhead (D)	June Lang, Johnny Downs	5 21 41	a4 26/41
	Wrangler's Roost (W)	Range Busters	6/4/41	In Prod.

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3938	Ghost Breakers (MyC)F	Bob Hope-Paulette Goddard	78	6/21/40	b6/8/40
3942	Golden Gloves (D)A	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3958	Hidden Gold (W)F	Wm. Boyd-Russell Hayden	61	6/7/40	b5/18/40
3943	Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3939	Queen of the Mob (G)A	Jean Cagney-Richard Denning	60	6/28/40	b6/29/40
3937	Safari (D)F	Madeleine Carroll-Fairbanks, Jr.	86	6/14/40	b6/8/40
3959	Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3941	Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940	Way of All Flesh (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
4009	Arise, My Love (CD)	A.....Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)	F.....Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)	F.....Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)	F.....Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)	F...Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)	F.....Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)	F.....Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)	A.....Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4016	Life With Henry (C)	F.....Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4022	Lady Eve (D)	F.....Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)	F...Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)	F.....Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)	F.....Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)	A...Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)	A.....D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)	F.J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4026	Power Dive (D)	F.....Richard Arlen-Jean Parker	68	4/25/41	b4/12/41
4004	Quarterback (CD)	F.....Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)	F.....MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4027	Reaching for the Sun (CD)	A.Joel McCrea-Ellen Drew	88	5/2/41	b4/12/41
4025	Road to Zanzibar (CM)	F.....Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)	F.....Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4001	Rhythm on the River (M)	F...Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)	F.....Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)	F.....J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4050	Three Men From Texas (W)	F.William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)	A.....Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)	F.....Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)	A.....Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)	F.....Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming 1940-41

	Aloma of the South Seas (D)	.Dorothy Lamour-Jon Hall (Tech.)	8/15/41		a4/12/41
	Among the Living	.Albert Dekker-Susan Hayward			In Prod.
	Birth of the Blues	.Bing Crosby-Mary Martin			In Prod.
	Buy Me That Town (CD)	....Lloyd Nolan-Constance Moore			a4/19/41
	Caught in the Draft (C)	.....Bob Hope-Dorothy Lamour	7/4/41		a3/1/41
	Forced Landing	.Richard Arlen-Eva Gabor	7/25/41		In Prod.
	Great Man's Lady (D)	.....Barbara Stanwyck-Joel McCrea			a3/22/41
		(Former title "Pioneer Woman")			
	Henry Aldrich For President (CD)	.....Jimmy Lydon-Mary Anderson			a4/26/41
	Hold Back the Dawn (D)	.....Chas. Boyer-Olivia de Havilland			a3/22/41
	I Wanted Wings (D)	F.....Brian Donlevy-Ray Milland	130	5/30/41	b3/29/41
	Kiss the Boys Goodbye (CM)	..D. Ameche-M. Martin-O. Levant	8/1/41		a3/8/41
	New York Town	.....Mary Martin-Fred MacMurray	7/25/41		a11/30/40
	Night of Jan. 16th (My)	.....Ellen Drew-Robt. Preston			a4/12/41
	Nothing But the Truth (C)	.....Bob Hope-Paulette Goddard			a4/26/41
	One Night in Lisbon (CD)	...Madeleine Carroll-Fred MacMurray	6/13/41		a2/8/41
	Parson of Panamint (D)	.....Charles Ruggles-Ellen Drew	6/27/41		a4/26/41
	Pirates on Horseback (W)	.....Wm. Boyd-Russell Hayden	5/23/41		a1/25/41
	Shepherd of the Hills (D)	.....John Wayne-Betty Field (Tech.)	7/18/41		a11/9/40
	Skylark (CD)	.....Claudette Colbert-Ray Milland			a3/1/41
4021	There's Magic in Music (Mu)	F.Allan Jones-Susanna Foster	80	5/16/41	b3/1/41
		(Reviewed as "Hard Boiled Canary")			
	West Point Widow (CD)	.....Ann Shirley-Richard Carlson	6/20/41		a3/22/41
	Wide Open Town (W)	.....William Boyd-Russell Hayden			a3/1/41
	World Premiere (C)	.....John Barrymore-Frances Farmer			a4/26/41

Coming 1941-42

	Mr. Bug Goes to Town	.....Tech. Cartoon Feature			In Prod.

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	....Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice (W)	.Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	..Bob Steele	55	9/30/40	Not Rev.
157	Billy the Kid Outlawed (W)	..Bob Steele	55	7/20/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)	F.....Bob Steele	62	4/18/41	b4/12/41
160	Billy the Kid's Range War (W)	.Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)	F.....Henry Armetta	62	2/7/41	b4/26/41
105	Devil Bat (My)	.....Bela Lugosi	69	12/13/40	Not Rev.
109	Emergency Landing (Spy)	.....Carol Hughes		5/23/41	In Prod.
108	Federal Fugitives (Spy)	.....Neil Hamilton		3/28/41	a3/29/41
151	Frontier Crusades (W)	.....Tim McCoy	64	6/1/40	Not Rev.
152	Gun Code (W)	.....Tim McCoy	55	8/3/40	Not Rev.
102	Hold That Woman (C-D)	F....James Dunn-Frances Gifford	66	6/28/40	b8/3/40
104	Misbehaving Husbands (C)	F..Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	...George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
165	Lone Rider In Ghost Town	....Geo. Houston-Alaine Brandes		5/16/41	In Prod.
103	Marked Men (D)	.....Warren Hull-Isabel Jewell		8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)	F .....Tim McCoy	53	3/7/41	b3/1/41
123	Paper Bullets	.....Joan Woodbury-Jack LaRue		5/30/41	In Prod.
154	Riders of Black Mountain (W)	.Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)	F.....Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)	F.....Roger Pryor-Virginia Vale	68	5/2/41	b4/26/41
156	Texas Marshal (W)	.....Tim McCoy-Kay Leslie		5/30/41	In Prod.

R.K.O.-RADIO

Current 1939-40

35	Anne of Windy Poplars (D)	F.Anne Shirley-James Ellison	89	6/28/40	b6/22/40
39	Cross Country Romance (C)	F..Gene Raymond-Wendy Barrie	66	7/12/40	b6/29/40
40	Dance, Girl, Dance (D)	A.....Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
36	Dr. Christian Meets the Women (D)	F.....Jean Hersholt-Dorothy Lovett	63	7/5/40	b6/29/40
38	Lucky Partners (C)	A.....Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
37	Millionaires in Prison (D)	A..Lee Tracy-Linda Hayes	62	7/26/40	b6/29/40
42	One Crowded Night (D)	A.....Billie Seward-Don Costello	66	8/9/40	b8/3/40
34	Pop Always Pays (C)	F.....Leon Errol-Dennis O'Keefe	66	6/21/40	b6/22/40
84	Prairie Law (W)	F.....Geo. O'Brien-Virginia Vale	62	6/7/40	b6/22/40
61	Queen of Destiny (B)	F.....Neagle-Walbrook (Tech.)	90	8/2/40	b10/29/38
		(Reviewed as "Sixty Glorious Years")			
33	Saint Takes Over (MyC)	F....Geo. Sanders-Wendy Barrie	60	6/7/40	b4/27/40
85	Stage to Chino (W)	F.....George O'Brien	59	7/26/40	b7/27/40
41	Stranger on the Third Floor (D)	A.....Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
29	Tom Brown's Schooldays (D)	F.Jimmy Lydon-Hardwicke	84	7/19/40	b6/22/40
86	Triple Justice (W)	F.....Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)	F.....Fay Wray-Charles Lang	62	8/23/40	b8/17/40

Current 1940-41

183	Along the Rio Grande (W)	F..Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
161	Convoy (War)	F.....Clive Brook-John Clements	89	1/3/41	b12/7/40
122	Devil and Miss Jones (D)	F...Jean Arthur-Chas. Coburn	92	4/11/41	b4/5/41
102	Dreaming Out Loud (C)	F.....Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
182	Fargo Kid (W)	F.....Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)	F.....Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
120	Girl, A Guy and A Gob (C)	F.Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)	F.....Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)	A.....Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)	F.....Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)	F....Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)	F.....Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
124	Melody for Three (D)	F.....Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
110	Little Men (D)	F.....Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)	F...Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)	A.....Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)	A.....Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)	F.....Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)	A.....Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)	F..March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)	F.....Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
125	Repent at Leisure (C-D)	.....Kent Taylor-Wendy Barrie		4/4/41	a3/1/41
184	Robbers of the Range (W)	F..Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
123	Scattergood Baines (C)	F.....Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41
116	Saint in Palm Springs (MyC)	F.George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
128	They Met in Argentina (MD)	F.Ellison-O'Hara-Ebsen	77	4/25/41	b4/26/41
104	They Knew What They Wanted (D)	A.....Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)	A.....Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her (C)	F.Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)	F.....Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)	F...Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

Coming 1940-41

	Bambi	.....Disney Cartoon Feature			In Prod.
	Before the Fact (D)	.....Cary Grant-Joan Fontaine			a3/22/41
118	Citizen Kane (D)	A.....Orson Welles-Dorothy Comingore	120		b4/12/41
185	Cyclone on Horseback (W)	.....Tim Holt-Marjorie Reynolds		6/13/41	In Prod.
	Devil and Daniel Webster	.....Thomas Mitchell-Walter Huston			In Prod.
186	Dude Cowboy (W)	.....Tim Holt-Marjorie Reynolds			In Prod.
	Fantasia (FA)	F.....Technicolor Cartoon	150		b11/16/40
	Father Takes a Wife	.....Adolphe Menjou-Gloria Swanson			In Prod.
129	Hurry, Charlie, Hurry (C)	.Leon Errol-Mildred Coles			a4/5/41
	Lady Scarface	.....Dennis O'Keefe-Frances Neal			In Prod.
	Little Foxes	.....Bette Davis-Richard Carlson			In Prod.
	My Life With Caroline (C)	...Ronald Colman-Anna Lee			a4/19/41
	Parachute Battalion (D)	.....Robert Preston-Nancy Kelly			a4/19/41
191	Reluctant Dragon	.....Benchley and Cartoon Characters		6/6/41	In Prod.
132	Scattergood Pulls the Strings	..Guy Kibbee		5/23/41	In Prod.
133	Sunny (MC)	.....A. Neagle-J. Carroll-R. Bolger		5/30/41	a5/3/41
134	They Meet Again	.....Jean Hersholt-Dorothy Lovett		6/20/41	In Prod.
126	Tom, Dick and Harry (C)	....Ginger Rogers-Geo. Murphy		6/13/41	a3/29/41

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)	F.....Gene Autry-Burnette-June Storey	65	7/15/40	b7/20/40
955	Carson City Kid (W)	F.....Roy Rogers-"Gabby" Hayes	57	7/1/40	b6/22/40
924	Earl of Puddlestone (C)	F.....The Gleasons	66	8/31/41	b8/17/40
904	Girl From God's Country (D)	F.Chester Morris-Chas. Bickford	75	7/30/40	b7/27/40
908	Grand Ole Opry (C)	F.....Weaver Bros. & Elviry	68	6/25/40	b7/13/40
992	One Man's Law (W)	F.....Don Barry-Janet Waldo	57	6/29/40	b7/13/40
956	Ranger and the Lady (W)	F...Roy Rogers-George Hayes	59	7/30/40	b7/27/40
909	Scatterbrain (C)	F.....Judy Canova-Alan Mowbray	73	7/20/40	b7/13/40
910	Sing, Dance, Plenty Hot (M)	F.Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40
903	Three Faces West (D)	F.....J. Wayne-Sigrid Gurie-C. Coburn	81	7/12/40	b6/22/40
		(Reviewed as "The Refugee")			
907	Wagons Westward (D)	F.....Chester Morris-Anita Louise	69	6/19/40	b6/29/40
902	Women in War (D)	F.....Elsie Janis-Wendy Barrie	71	6/6/40	b6/1/40

Current 1940-41

10	Arkansas Judge (C)	F.....Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)	F...Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)	F.....Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)	F.....Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)	F.....Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)	F.....Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)	F.....Roy Rogers-George Hayes	57	9/15/40	b9/7/40
15	Country Fair	.....Eddie Foy, Jr.-June Clyde		5/5/41	a4/5/41
7	Friendly Neighbors (C)	F.....Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)	F.....Don Barry-Betty Moran	57	10/10/40	b10/12/40
17	Girl From Havana (D)	A.....Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)	F...Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)	F...Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)	F.....Roy Rogers-G. "Gabby" Hayes	58	3/28/41	b4/12/41
14	Lady From Louisiana (PD)	A.Ona Munson-John Wayne	83	4/22/41	b5/3/41
64	Lone Star Raiders (W)	F.....Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)	A.....John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)	F.....Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)	F...Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)	F.....Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (CD)	F..Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5/41
61	Oklahoma Renegades (W)	F.....Three Mesquiteers	57	8/29/40	a8/17/40
66	Pals of the Pecos (W)	F.....Three Mesquiteers	56	4/8/41	b4/26/41
20	Petticoat Politics (C)	F.....Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)	F.....Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)	F.....Three Mesquiteers	58	2/16/41	b2/22/41
43	Ride, Tenderfoot, Ride (MW)	F.Autry-Burnette-June Storey	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)	F..Gene Autry-Smiley Burnette	79	1/24/41	b2/1/41
54	Robin Hood of the Pecos (W)	F.Roy Rogers-George Hayes	59	1/14/41	b1/18/41
13	Rookies on Parade (CM)	F....Bob Crosby-Ruth Terry	69	4/17/41	b5/3/41
56	Sheriff of Tombstone (W)	.....Roy Rogers-George "Gabby" Hayes		5/7/41	a4/12/41
46	Singing Hill, The (MW)	F....Gene Autry-Smiley Burnette	75	4/26/41	b5/3/41
2	Sis Hopkins (CM)	F.....Judy Canova-Bob Crosby	98	4/12/41	b4/12/41
73	Texas Terrors (W)	F.....Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)	F.....Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)	F.....Don "Red" Barry	57	8/16/40	b8/3/40
76	Two-Gun Sheriff (W)	F.....Don "Red" Barry-Lynn Merrick	56	4/10/41	b4/26/41
62	Under Texas Skies (W)	F....Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)	A.....John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)	F.....Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)	F.....Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

	Angels With Broken Wings (CD)	Binnie Barnes-Gilbert Roland		5/15/41	a4/26/41
	Desert Bandit (W)	.....Don Barry-Lynn Merrick		5/12/41	a4/26/41
22	Gay Vagabond, The (CD)	.....Ruth Donnelly-Roscoe Karns		5/12/41	a4/12/41
	Nevada City (W)	.....Roy Rogers-George "Gabby" Hayes		6/20/41	In Prod.
	Puddin' Head	.....Judy Canova-Francis Lederer		6/16/41	In Prod.
	Saddlemates (W)	.....Three Mesquiteers		5/24/41	a5/3/41
	Thunder Over the Ozarks	.....Weaver Bros. & Elviry			a5/3/41

20TH CENT.-FOX

Current 1939-40

48	Charlie Chan's Murder Cruise (My)	F.....Sidney Toler-Marjorie Weaver	75	6/21/40	b5/11/40
34	Earthbound (D)	A.....Warner Baxter-Andrea Leeds	67	6/7/40	b6/8/40
47	Four Sons (D)	A.....Ameche-Leontovitch-Alan Curtis	89	6/14/40	b6/1/40
49	Lucky Cisco Kid (W)	F.....Cesar Romero-Mary Hughes	68	6/28/40	b6/1/40
46	Manhattan Heartbeat (D)	F...Virginia Gilmore-Joan Davis	72	7/12/40	b6/8/40
50	Maryland (Tech.) (B)	F.....B. Joyce-Payne-Brennan	92	7/19/40	b7/6/40
52	Sailor's Lady (C)	F.....Nancy Kelly-Jon Hall	66	7/5/40	b7/6/40

Current 1940-41

107	Brigham Young, Frontiersman (PD)	A.....Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)	A....Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)	F.....Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)	F.....Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
136	Dead Men Tell (My)	F.....Sidney Toler	61	3/28/41	b3/29/41
113	Down Argentine Way (M)	F...Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)	F.....G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
108	Gay Caballero (W)	F.....Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)	F....Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)	F.....Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)	F.....Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
111	Great Profile (C)	A.....John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)	F.....Paul Muni-Gene Tierney	94	1/3/41	b12/28/40
122	Jennie (D)	F.....Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40
139	Mail Train	.....Alastair Sim-Gordon Harker		4/25/41	Not Rev.
101	Man I Married (D)	A.....Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)	F.....Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40

20TH CENT.-FOX — Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A	Margaret Lockwood-Rex Harrison (Reviewed as "In Disguise")	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

	Accent on Love	Geo. Montgomery-Osa Massen		7/11/41	In Prod.
143	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell		5/30/41	a3/15/41
	Bride Wore Crutches (C-D)F	Lynne Roberts-Ted North	59	6/13/41	b7/27/40
141	Cowboy and the Blonde(CD)F	Mary Beth Hughes-G. Montgomery	68	5/16/41	b4/26/41
	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	a8/17/40
140	GreatAmericanBroadcast(DM)F	Alice Faye-John Payne-Jack Oakie	90	5/9/41	b5/3/41
142	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12/41
	Man Hunt (Spy)	Walter Pidgeon-Joan Bennett		6/20/41	a5/3/41
	Miami (Tech.) (DM)	Don Ameche-Betty Grable		7/4/41	a5/3/41
135	Outlaw, The	Walter Huston-Thos. Mitchell			In Prod.
	Very Young Lady (CD)F	Jane Withers-Nancy Kelly	79	6/27/41	b5/3/41

Coming 1941-42

Belle Starr (Tech.)	Henry Fonda-Randolph Scott	In Prod.
Dance Hall	Cesar Romero-Carole Landis	In Prod.
Dressed to Kill	Lloyd Nolan-Mary Beth Hughes	In Prod.
Last of the Duanes	Geo. Montgomery-Lynn Roberts	In Prod.
Sun Valley	Sonja Henie-John Payne-M. Berle	In Prod.
Yank in the R.A.F.	Tyrone Power-Betty Grable	In Prod.

UNITED ARTISTS — Current

	Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
	Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
	Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
	Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
	Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
	Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
	Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
	Major Barbara (CD)A	Wendy Hiller-Robert Morley	112		b5/3/41
	Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
	Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
	Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
	So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
	Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
	South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40	b7/20/40
	That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
	That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
	Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
	Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
	Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe	a3/1/41
Illusions	Merle Oberon-Alan Marshall	In Prod.
New Wine (MD)	Ilona Massey-Binnie Barnes	a3/8/41

UNIVERSAL — Current 1939-40

4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4037	I Can't Give You Anything But Love, Baby (C)F	Peggy Moran-Johnny Downs	61	6/21/40	b5/11/40
4036	Love, Honor, and Oh Baby (C)F	Wallace Ford-Kathryn Adams	60	6/7/40	b6/8/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4008	Sandy Is A Lady (C)F	Sandy-Mischa Auer-Nan Grey	64	6/14/40	b5/25/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
	Flame of New Orleans (CD)F	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell	83	4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)F	Richard Arlen-Andy Devine	61	4/18/41	b5/3/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40

UNIVERSAL — Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

Coming 1940-41

	Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Hello Sucker	Hugh Herbert-Peggy Moran		8/1/41	In Prod.
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	In the Navy (MyC)	Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.
	Marshal Law (W)	Johnny Mack Brown		6/20/41	In Prod.
	Men of the Timberland (A)	Richard Arlen-Andy Devine		6/6/41	a5/3/41
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/18/41	a4/5/41
	Tight Shoes (G)	Brod Crawford-Ann Gwynne		6/13/41	a5/3/41
	Too Many Blondes	Rudy Vallee-Helen Parrish		5/23/41	In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery		8/15/41	a3/8/41

Coming 1941-42

Beyond the Law	Wm. Gargan-June Clyde-John Litel	In Prod.
Halfway to Shanghai	Charles Bickford-Evelyn Ankers	a4/26/41
Oh, Charlie (MyC)	Abbott & Costelle—Evelyn Ankers	a2/22/41
Rhapsody in Stripes	Anne Gwynne-Nat Pendleton	In Prod.
Sing Another Chorus	Johnny Downs-Jane Frazee	a4/26/41

WARNER BROS. — Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
405	Brother Orchid (GC)F	E. G. Robinson-Sothern-Bellamy	90	6/8/40	b6/1/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
473	Fugitive From Justice (G)A	Roger Pryor-Lucille Fairbanks	53	6/15/40	b6/8/40
424	Gambling on the High Seas (G)F	Wayne Morris-Jane Wyman	58	6/22/40	b2/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b6/29/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40

Current 1940-41

570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
504	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
523	Here Comes the Navy (C)F	James Cagney-Pat O'Brien	86	12/21/40	Reissue
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne—All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
500	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My) (Former title "Murder on the Second Floor")	Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
522	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
567	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	a11/2/40

Coming 1940-41

	Affectionately Yours (C)	Merle Oberon-Dennis Morgan		5/10/41	a2/8/41
	Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris			a4/12/41
	Bride Came C.O.D. (C-D)	Bette Davis-James Cagney			a2/15/41
	Dive Bomber (Tech.)	Errol Flynn-Fred MacMurray			In Prod.
	Flight Patrol (D)	James Stephenson-Ronald Reagan			a4/12/41
	Gentle People (D)	Ida Lupino-John Garfield			a3/8/41
	Highway West (D)	Brenda Marshall-Olympe Bradna			a3/1/41
	Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt			a1/25/41
	Manpower (D)	Marlene Dietrich-George Raft			a4/19/41
	Million Dollar Baby (CD) (Former title "Miss Wheelwright Discovers America")	Priscilla Lane-Ronald Reagan		5/31/41	a2/1/41
	Navy Blues (C)	A Sheridan-J. Oakie-M. Raye			a5/3/41
523	Nurse's Secret (My)	Lee Patrick-Regis Toomey		5/24/41	a3/8/41
	Passage From Hong Kong(My)	Keith Douglas-Lucile Fairbanks			a3/29/41
	Sergeant York	Gary Cooper-Joan Leslie			a3/29/41
	Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson			a2/1/41
563	Singapore Woman (D)	Brenda Marshall-David Bruce		5/17/41	a2/1/41
	Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			a3/1/41
	Underground (D)	Jeffrey Lynn-Karen Verne			a3/22/41

MISCELLANEOUS

	Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
	Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
	King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
	Leopard Men of Africa (T)A	Natives and animals	65	Select	b7/6/40
	Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
	Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
	Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
	Murder in the Night (D)A	Jack LaRue-Sandra Storme	58	Film All	b7/20/40
	Overnight (D)F	Robert Donat-Pearl Argyle	66	Mundus	b6/8/40
	Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks.	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday.	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit.	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

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ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle		17	Not Rev.
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife.	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights		10	Not Rev.
2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/ 1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West.	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2756	Kitty Gets the Bird		7	Not Rev.
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

COLUMBIA 1940-41 (Cont.)

PHANTASIES CARTOONS (8)

2705	Cute Recruit		6	Not Rev.
2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41
2857	No. 7 (Ken Murray)		10	Not Rev.

STOOGE COMEDIES (8)

2407	All the World's a Stooge		16	Not Rev.
2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2807	Diving Thrills		11	Not Rev.
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans.	10	10/12/40
2805	Splits, Spares and Strikes.	For Bowlers	10	3/ 8/41

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CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger.	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	9/ 7/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes.	Excellent	10	6/ 1/40
S-106	Stuffie	Swell	11	3/ 9/40
S-105	What's Your I.Q.?	Good	7½	3/ 9/40
S-109	What's Your I.Q.? No. 2.	Good	9	7/ 6/40

MGM 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
ROBERT BENCHLEY (4)				
F-141	Day of Rest	Funny	10	10/28/39
F-144	Home Movies	A Howl	9	3/ 9/40
F-142	See Your Doctor	Very Funny	8	12/23/39
F-143	That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECTS				
X-151	Flag Speaks	A Must	19	5/ 4/40
X-80	Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)				
T-59	Calling on Colombia	Standard	8	4/27/40
T-51	Day on Treasure Island	Colorful	10	9/ 9/39
T-55	Land of Alaska Nellie	Good	10	1/27/40
T-61	Modern New Orleans	Interesting	9	6/ 1/40
T-52	Natural Wonders of Washington State	Okay	10	10/28/39
T-57	Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56	Old Natchez	Good	9	2/ 3/40
T-53	Quaint St. Augustine	Charming	9	11/25/39
T-58	Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60	Sitka and Juneau	Interesting	9	4/27/40
T-62	Sun, Pride of Fiji	Pleasing	9	6/ 1/40
T-54	Valiant Venezuela	Standard	9	12/23/39

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		Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)				
W-243	Abu! the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-246	Goose Goes South		8	Not Rev.
W-247	Little Mole		8	Not Rev.
W-241	Lonesome Stranger	Excellent	9	12/ 7/40
W-242	Mrs. Ladybug	Excellent	8	1/ 4/41
W-244	Prospecting Bear	Funny	9	4/ 5/41
W-247	Rookie Dear		8	Not Rev.
CRIME DOESN'T PAY (6)				
P-201	Eyes of the Navy	Excellent	22	10/19/40
P-204	Forbidden Passage	Tops	21	3/ 1/41
P-203	Respect the Law	Very Good	20	2/ 1/41
P-202	You the People	Excellent	21	1/ 4/41
MINIATURES (10)				
M-235	Battle, The		10	Not Rev.
M-232	Great Meddler	Very Good	10	1/ 4/41
M-233	Happiest Man on Earth	Unusual	10	2/ 1/41
M-234	More About Nostradamus	Timely	11	2/22/41
M-231	Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)				
C-296	Baby Blues	Very Good	10	4/ 5/41
C-295	Fightin' Fools	Good Fun	10	2/ 1/41
C-293	Goin' Fishin'	Standard	10	11/ 9/40
C-291	Good Bad Boys	Good	11	9/ 7/40
C-294	Kiddie Cure	Good Gang	11	12/ 7/40
C-298	1-2-3 Go		10	Not Rev.
C-292	Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297	Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)				
K-281	American Spoken Here	Excellent	10	12/ 7/40
K-283	More Trifles of Importance	Excellent	11	4/ 5/41
K-284	Out of Darkness		10	Not Rev.
K-282	Whispers	Excellent	10	2/22/41
K-285	Willie and the Mouse		10	Not Rev.
PETE SMITH SPECIALTIES (14)				
S-267	Aeronautics		10	Not Rev.
S-266	Memory Tricks	Amusing	9	4/ 5/41
S-264	Penny to the Rescue	Excellent	10	2/ 1/41
S-261	Quicker'n a Wink	Excellent	10	11/ 9/40
S-265	Quiz Biz	Entertaining	10	2/22/41
S-263	Sea For Yourself	Holds Interest	10	1/ 4/41
S-262	Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)				
T-218	Alluring Alaska	Usual	10	4/ 5/41
T-214	Beautiful Bali	As Usual	10	12/ 7/40
T-211	Capital City	Fair	9	9/ 7/40
T-212	Cavalcade of San Francisco	Too Late	9	9/28/40
T-219	Glimpses of Kentucky		10	Not Rev.
	Glimpses of Washington State		10	Not Rev.
	Haiti, Land of Dark Majesty		10	Not Rev.
T-216	Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213	Old New Mexico	Fair	10	11/ 9/40
T-215	Old New Orleans	As Usual	10	1/ 4/41
T-217	Red Men on Parade	Fair	10	3/ 1/41
	Yosemite the Magnificent		10	Not Rev.

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		Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)				
C9-3	Ants in the Plants	Good	7	3/23/40
C9-1	Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4	Kick in Time	Good	7	2/24/40
C9-2	Little Lambkin	Cute	7	8/17/40
C9-5	Snubbed by a Snob	Cute	7	5/18/40
C9-6	You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)				
K9-6	Argentina		10	Not Rev.
K9-3	Chile	Fair Travelogue	10	12/16/39
K9-4	Cuba		10	Not Rev.
K9-1	Ecuador	Fair	10	9/16/39
K9-5	Isle of Columbus		10	Not Rev.
K9-7	Pacific Paradise	Interesting	10	7/13/40
K9-2	Peru	Average	10	10/21/39
HEADLINERS (10)				
A9-1	Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9	Blue Barron & Orch.	Good	10	6/ 8/40
A9-5	Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8	Have You Met Yvette?	Good	10	5/ 4/40
A9-4	Here's Hal	Average	10	12/16/39
A9-6	Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3	Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7	George Olsen and His Music	Peppy	10	3/23/40
A9-2	Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10	Pinky Tomlin & Orch.	Entertaining	11	8/17/40

PARAMOUNT 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (10)				
V9-3	Bits of Life	Misses Fire	11	12/16/39
V9-2	Busy Little Bears	Splendid	10	11/11/39
V9-9	Dangerous Dollars	Informative	11	7/13/40
V9-7	Not So Dumb	Excellent	10	3/23/40
V9-6	Pictorial	Interesting	10	2/24/40
V9-10	Pictorial No. 2	Satisfactory	10	8/24/40
V9-1	Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5	Sugar Wind	Good	10	2/ 3/40
V9-8	Television Preview	Interesting	10	5/18/40
V9-4	Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)				
E9-10	Doing Impossikible Stunts	Good	7	8/17/40
E9-3	Females Is Fickle	Good	7	3/23/40
E9-9	Fightin' Pals		7	Not Rev.
E9-5	Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1	Never Sock a Baby	Good	6	11/18/39
E9-8	Nurse Mates	Fair	7	7/13/40
E9-6	Onion Pacific	Satisfactory	7	6/ 8/40
E9-12	Puttin' On the Act	Poor	7	8/24/40
E9-2	Shakespearian Spinach	Funny	7	2/ 3/40
E9-4	Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11	Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7	Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)				
J9-1	No. 1	Very Good	10	9/23/39
J9-2	No. 2	Very Interesting	10	11/25/39
J9-3	No. 3	Interesting	10	1/27/40
J9-4	No. 4	Exceptional	10	2/24/40
J9-5	No. 5	Very Good	10	5/ 4/40
J9-6	No. 6	Good	11	7/13/40
SPORTLIGHTS (13)				
R9-5	Aqua-Rhythm	Good	10	11/18/39
R9-10	Blue Streak	Excellent	10	5/ 4/40
R9-7	Bowling Skill	Very Good	10	2/ 3/40
R9-3	Catching Whoppers	Thrilling	10	9/23/39
R9-12	Cradle of Champions	Excellent	10	6/15/40
R9-4	Dog Is Born	Excellent	10	11/ 4/39
R9-2	Desert Adventure	Excellent	10	9/23/39
R9-8	Human Fish	Excellent	10	2/24/40
R9-1	Hydro-Maniacs	Exciting	10	8/26/39
R9-6	Judo Experts	Excellent	10	1/20/40
R9-11	Playmates of the Wild	Unique	10	5/18/40
R9-13	Sink or Swim	Very Good	10	7/13/40
R9-9	Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)				
B9-5	Foul Ball Player	Fair	7	6/ 8/40
B9-9	Fulla Bluff Man	Fair	7	8/24/40
B9-3	Granite Hotel	Good	7	5/18/40
B9-11	Pedagogical Institution		7	Not Rev.
B9-10	Springtime in the Rockage		7	Not Rev.
B9-6	Ugly Dino	Cute	7	7/13/40
B9-2	Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4	Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8	Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1	Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12	Way Back When Women Had Their Weigh		7	Not Rev.
B9-7	Wedding Belts		7	Not Rev.
SYMPHONIC (3)				
D9-1	Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2	Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3	William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)				
L9-1	No. 1	Good	11	10/14/39
L9-2	No. 2	Fair	11	12/16/39
L9-3	No. 3	Good	11	2/ 3/40
L9-4	No. 4	Interesting	10	5/ 4/40
L9-5	No. 5	Good	10	5/18/40
L9-6	No. 6	Interesting	10	8/16/40

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		Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)				
H0-4	Bring Himself Back Alive	Good	7	12/21/40
H0-1	Dandy Lion	Poor	7	10/ 5/40
H0-3	Mommy Loves Poppy	Average	7	11/23/40
H0-2	Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7	Speaking of Animals	Excellent	9	3/15/41
H0-8	Triple Trouble		7	Not Rev.
H0-6	Twinkletoes Gets the Bird		7	Not Rev.
H0-5	Wild Oysters	Unusual	7	2/15/41
H0-9	Zero, the Hound		7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)				
M0-4	Delhi	Good	11	4/ 5/41
M0-5	Indian Durbar		10	Not Rev.
M0-1	River Thames—Yesterday	Beautiful	10	11/23/40
M0-2	Sacred Ganges	Dull	10	1/25/41
M0-3	Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)				
G0-3	All's Well	Silly	7	1/18/41
G0-2	Constable	Satisfactory	7	11/23/40
G0-1	King For a Day	Fair	7	10/26/40
G0-5	Swing Cleaning	Fair	7	4/19/41
G0-4	Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)				
A0-5	Bob Chester & Orch.	Average	10	4/ 5/41
A0-4	Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2	Listen to Larry	Satisfactory	10	11/ 2/40
A0-3	Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1	Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40

PARAMOUNT 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MADCAP MODELS (6) (Tech.)				
U0-2	Dipsy Gipsy	Very Good	9	4/19/41
U0-3	Hoola Boola		9	Not Rev.
U0-1	Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)				
V0-3	Breezy Little Bears	Excellent	10	1/18/41
V0-1	Nature's Nursery	Excellent	10	11/ 2/40
V0-4	Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2	Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)				
E0-4	Eugene, the Jeep	Funny	7	12/ 7/40
E0-8	Flies Ain't Human	Fair	7	4/19/41
E0-2	My Pop, My Pop	Amusing	7	11/ 2/40
E0-7	Olive's Sweepstake Ticket		7	Not Rev.
E0-9	Popeye Meets Rip Van Winkle		7	Not Rev.
E0-1	Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5	Problem Pappy	Fair	7	1/25/41
E0-6	Quiet Pleeze	Very Good	7	3/22/41
E0-3	With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)				
J0-1	No. 1	Good	10	10/ 5/40
J0-2	No. 2	Interesting	10	11/23/40
J0-3	No. 3	Interesting	10	12/21/40
J0-4	No. 4	Usual	10	3/22/41
J0-5	No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)				
S0-3	Crime Control	Excellent	11	4/19/41
S0-4	Forgotten Man		10	Not Rev.
S0-1	Trouble With Husbands	Great Fun	11	11/16/40
S0-2	Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)				
FF0-1	Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)				
R0-6	Acrobatic Aces	Excellent	10	1/25/41
R0-8	Canine Sketches	Fine	10	3/22/41
R0-1	Diving Demons	Beautiful	10	10/ 5/40
R0-5	Feminine Fitness	Very Good	10	12/21/40
R0-7	Fishing Fever	Appealing	10	3/22/41
R0-4	Marine Round-up	Excellent	10	12/ 7/40
R0-3	Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-10	On the Spot		10	Not Rev.
R0-2	Sporting Everglades	Very Good	10	10/26/40
R0-9	Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)				
L0-1	No. 1	Good	10	10/ 5/40
L0-2	No. 2	Interesting	10	12/ 7/40
L0-3	No. 3	Good	10	2/15/41
L0-4	No. 4	Good	11	3/29/41

RKO-RADIO 1939-40

		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
4105	Bill Poster	Very Good	8	5/25/40
4107	Bone Trouble		9	Not Rev.
4103	Donald's Dog Laundry	Very Funny	8	5/25/40
4109	Donald's Vacation	A Scream	8	8/10/40
4114	Fire Chief	Good	8	12/14/40
4113	Goofy's Glider	Excellent	8	12/14/40
4118	Little Whirlwind	Good	8	4/ 5/41
4106	Mr. Duck Steps Out	Swell	8	5/25/40
4112	Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101	Officer Duck	A Scream	8	9/16/39
4115	Pantry Pirate	Very Good	8	2/ 1/41
4110	Pluto's Dream House	Excellent	8	9/14/40
4117	Pluto's Playmate	Excellent	8	3/ 1/41
4108	Put-Put Troubles		7	Not Rev.
4102	Riveters	A Howl	7	5/25/40
4116	Timber	A Howl	8	3/ 1/41
4104	Tugboat Mickey	Excellent	8	5/25/40
4111	Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)				
3401	Act Your Age	Extremely Funny	18	10/ 7/39
3402	Kennedy the Great		19	Not Rev.
3404	Mutiny in the County		17	Not Rev.
3403	Slightly at Sea		16	Not Rev.
3405	'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)				
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205	No. 5 (Chris. Morley)	Good	11	2/10/40
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210	No. 10 (Deems Taylor)	Good	11	6/15/40
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212	No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)				
3704	Bested by a Beard		20	Not Rev.
3703	Scrappily Married		20	Not Rev.
3702	Truth Aches		19	Not Rev.
3701	Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)				
3108	Canada at War	Interesting	18	3/ 9/40
3109	America's Youth—1940	Satisfactory	19	4/13/40
3110	Philippines	Interesting	19	5/11/40
3111	U. S. Navy	Good	19	6/ 8/40
3112	Spoils of Conquest	Good	17	8/10/40
3113	Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)				
3201	Blamed For a Blonde	Very Funny	19	10/ 7/39
3203	Chicken Feed		18	Not Rev.
3202	Coat Tales		18	Not Rev.
3205	Goodness a Ghost		16	Not Rev.
3204	Twincuplets		20	Not Rev.
RAY WHITLEY (8)				
3502	Bandits and Ballads		17	Not Rev.
3504	Coralling a School Marm	Good	20	8/10/40
3501	Cupid Rides the Range	Very Good	18	9/16/39
3503	Molly Cures a Cowboy		19	Not Rev.

RKO-RADIO 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
REELISMS (13)				
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
SPORTSCOPES (13)				
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	8	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

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DISNEY CARTOONS (18) (Tech.)				
14103	Baggage Buster		7	Not Rev.
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
EDGAR KENNEDY (6)				
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4/12/41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual.	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13702	Tattle Talevision	Funny	19	11/16/40
13704	When Wife's Away	Fair	20	4/ 5/41
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
PICTURE PEOPLE (13)				
14401/No. 1		Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14502	What's Happening in Argentina	Very Timely	10	4/12/41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers.	9	11/16/40
14309	Sword Soldiers		9	Not Rev.

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MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-5	Hollywood Meets the Navy	Timely	10	5/ 3/41
28-4	Los Angeles Examiner Benefit	Fair	10	4/26/41
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs.	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 In Tech.)				
510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent(Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE				
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1106	Caribbean Sentinel	Good	10	4/26/41
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)				
1601	Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 In Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1511	Dog's Dream		7	Not Rev.
1508	Fishing Made Easy	Fair	7	4/26/41
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)	Okay	7	4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1512	Magic Shell		7	Not Rev.
1557	Mississippi Swing	Rhythmic(Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing(Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold	Just a Cartoon	7	4/26/41
WORLD TODAY—QUENTIN REYNOLDS				
1701	Battle of the Atlantic	Timely	10	4/19/41
1702	War in the Desert		10	Not Rev.

UNIVERSAL 1939-40

		Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion.	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232	Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

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CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	10/12/40
5249	Dizzy Kiddie		8	Not Rev.
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5248	Scrub Me, Mama, With a Boogie Beat			
5244	Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)				
5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12/28/40
5355	85—Hunting on Top of the World	Fascinating	9	12/28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones	Amusing	10	4/12/41
5360	Modern Way Down East		10	Not Rev.
5361	Trail of Father Kino		10	Not Rev.
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5228	Jumpin' Jazz		18	Not Rev.
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5229	Shadows in Swing		18	Not Rev.
5224	Tickled Pinky	Rustic Rhythm.	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41
5380	No. 90		9	Not Rev.
5381	No. 91		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (10)			
5106 Alex in Wonderland		20	Not Rev.
5107 Double or Nothing	Amusing	20	2/17/40
5102 Ice Frolics	Entertaining	20	9/30/39
5105 One for the Book	Entertaining	20	12/30/39
5108 Public Jitterbug No. 1		18	Not Rev.
5101 Remember When	Swell	20	9/ 2/39
5103 Slapsie Maxie's	Perfect	17	8/26/39
5109 Spills for Thrills	Excellent	19	7/ 6/40
5104 World's Fair Junior	Just Fair	20	11/ 4/39
5110 Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
5402 American Saddle Horses	Interesting	10	11/25/39
5410 Famous Movie Dogs	Excellent	10	7/27/40
5407 Gun Dog's Life	Sure to Please	10	5/18/40
5401 Mechanix Illustrated #1	Good	10	9/ 2/39
5403 Mechanix Illustrated #2		10	Not Rev.
5405 Mechanix Illustrated #3	Interesting	10	2/17/40
5408 Mechanix Illustrated #4	Interesting	10	6/15/40
5406 Men Wanted	Interesting	10	4/13/40
5404 New Horizons	Good	10	12/30/39
5409 The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
5006 Cinderella's Feller	Excellent	16	6/15/40
5001 Monroe Doctrine	Excellent	16	10/28/39
5003 Old Hickory	Outstanding	17	12/30/39
5007 Pony Express Days	Excellent	19	7/ 6/40
5002 Royal Rodeo	Entertaining	15	11/25/39
5008 Service with the Colors	Sure-Fire	20	8/31/40
5005 Singing Dude	Excellent	18	4/13/40
5004 Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
5608 Africa Squeaks	Hilarious	7	2/24/40
5609 Ali Baba Bound		7	Not Rev.
5614 Chewin' Bruin	Amusing	7	6/15/40
5606 Film Fan	Excellent	7	1/ 6/40
5602 Jeepers Creepers	Funny	7	10/ 7/39
5603 Naughty Neighbors	Good	7	11/ 4/39
5616 Patient Porky	Good	7	8/31/40
5604 Pied Piper Porky	Good	7	11/25/39
5610 Pilgrim Porky	Clever	7	4/13/40
5615 Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601 Porky's Hotel	Good	7	9/ 2/39
5607 Porky's Last Stand		7	Not Rev.
5613 Porky's Poor Fish		7	Not Rev.
5605 Porky the Giant Killer		7	Not Rev.
5611 Slap Happy Pappy		7	Not Rev.
5612 You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
5506 Dave Apollon	Average	10	2/24/40
5505 Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508 Dipsy Doodler	Swingy	10	5/18/40
5510 Woody Herman		10	Not Rev.
5502 Vincent Lopez	Lively	10	9/23/39
5509 Ozzie Nelson	Good	10	6/15/40
5507 Romance in Rhythm	Satisfactory	10	4/13/40
5503 Rubinoff and Orch.	Good	10	11/ 4/39
5501 Swing Styles	Good	10	8/26/39
5504 Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
5316 Bears' Tale		7	Not Rev.
5312 Busy Bakers		7	Not Rev.
5322 Ceiling Hero		7	Not Rev.
5321 Circus Today	Clever	7	7/ 6/40
5315 Confederate Honey		7	Not Rev.
5314 Cross Country Detours	A Knockout	7	4/13/40
5309 Curious Puppy		7	Not Rev.
5310 Early Worm Gets the Bird		7	Not Rev.
5323 Egg Collector		7	Not Rev.
5313 Elmer's Candid Camera		7	Not Rev.
5306 Fagin's Freshmen	Amusing	7	11/25/39
5305 Fresh Fish	Swell	7	11/ 4/39
5319 Gander at Mother Goose	Good	7	5/18/40
5325 Ghost Wanted	Amusing	7	10/26/40
5304 Good Egg		7	Not Rev.
5317 Hardship of Miles Standish		7	Not Rev.
5303 Land of the Midnight Fun	Superb	7	9/23/39
5326 Little Blabbermouse	Amusing	7	8/ 3/40
5302 Little Lion Hunter		7	Not Rev.
5311 Mighty Hunters	Pleasing	7	2/17/40
5308 Screwball Football	Swell Cartoon	7	12/30/39
5301 Sioux Me	Clever	7	9/ 9/39
5307 Sniffles and Bookworm	Cute	7	2/24/40
5318 Sniffles Takes a Trip		7	Not Rev.
5320 Tom Thumb in Trouble	Cute	7	6/15/40
5324 Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
5706 All Girl Revue		7	Not Rev.
5704 No Parking	Fairly Funny	10	4/13/40
5703 Organ Novelty	Fair	9	11/11/39
5705 Radio and Relatives		10	Not Rev.
5702 Sword Fishing	Exciting	10	10/ 7/39
5701 Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)			
6202 Alice in Movieland	Superlative	20	11/30/40
6204 Dog in the Orchard	Meritorious	20	1/18/41
6201 Just a Cute Kid		20	Not Rev.
6203 Mack Sennett Revival		20	Not Rev.
6206 Seeing Eye	Poignant	20	4/ 5/41
6207 Sockeroo		20	Not Rev.
6205 Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)			
6102 Lady and the Lug		19	Not Rev.
6101 Riding Into Society	T'Ain't Funny	19	8/31/40
6103 Throwing a Party		20	Not Rev.

VITAPHONE 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
HOLLYWOOD NOVELTIES (10)			
6304 History Repeats Itself	Good	10	9/30/39
6301 Football Highlights	Rockne Build-up	10	8/31/40
6303 Mexican Jumping Beans	Very Good	10	11/30/40
6302 Shark Hunting	Exciting	10	8/ 3/40
6305 Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)			
6601 Calling Dr. Porky		7	Not Rev.
6607 Haunted Mouse	Very Good	7	3/15/41
6608 Joe Glow the Firefly		7	Not Rev.
6602 Pre-Historic Porky	Clever	7	11/ 2/40
6611 Porky's Ant		7	Not Rev.
6609 Porky's Bear Facts	Amusing	7	4/ 5/41
6604 Porky's Hired Hand	Good	7	12/28/40
6610 Porky's Preview	Amusing	7	4/26/41
6606 Porky's Snooze Reel		7	Not Rev.
6603 Sour Puss	Satisfactory	7	11/30/40
6605 Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
6506 Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505 Henry Busse & Orch.	Good	10	11/30/40
6504 Skinny Ennis & Orch.	Good	10	12/28/40
6503 Jan Garber & Orch.		10	Not Rev.
6508 Marie Green & Her Merrie Men	Lively	10	5/ 3/41
6501 Matty Malneck	Snappy	10	8/ 3/40
6507 Freddie Martin & Orch.	Fair	10	4/ 5/41
6502 Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
6706 Bed Time for Sniffles		7	Not Rev.
6713 Cat's Tale	Good	7	4/ 5/41
6712 Crackpot Quail		7	Not Rev.
6709 Elmer's Pet Rabbit	Funny	7	12/28/40
6718 Farm Frolics		7	Not Rev.
6710 Fighting 69½	Good	7	1/18/41
6704 Good Night Elmer		7	Not Rev.
6715 Goofy Groceries	Novel	7	4/ 5/41
6703 Holiday Highlights	Swell Satire	7	11/ 2/40
6719 Hollywood Steps Out		7	Not Rev.
6701 Malibu Beach Party	Grade A	7	8/31/40
6707 Of Fox and Hound		7	Not Rev.
6708 Shop, Look and Listen	Good	7	12/28/40
6711 Sniffles Bells the Cat	Fair	7	3/15/41
6702 Stage Fright	Satisfactory	7	10/26/40
6714 Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716 Toy Trouble	Good	7	5/ 3/41
6717 Trial of Mr. Wolf	Very Good	7	4/26/41
6705 Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)			
6001 Flag of Humanity	Splendid	20	10/26/40
6005 Hunting the Hard Way (Not Tech.)		20	Not Rev.
6002 March on Marines	Excellent	20	12/28/40
6003 Meet the Fleet	Excellent	20	1/18/41
6004 Wings of Steel	Excellent	20	5/ 3/41
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
6407 Big Bill Tilden	For Tennis Fan	10	5/ 3/41
6404 California Thoroughbreds	Interesting	10	12/28/40
6403 Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402 Dogs You Seldom See	Good Novelty	10	8/31/40
6405 Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401 Fly Fishing	For Anglers	10	10/26/40
6406 Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

Aida (Guaranteed)	For Music Lovers	9	5/11/40
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Our Constitution (Prod.)	Inspiring	19	5/ 3/41
Our Declaration of Independence (Prod.)	Timely	19	5/ 3/41
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
Spider Returns	15 Chaps.	Not Rev.
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

THE MOST COMPLETE ACCURATE UP-TO-DATE

BOOKING GUIDES

and

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WEEKLY

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EACH WEEK

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Features for the Past Year

Shorts for the Past Two Seasons

One of the Many Week-In, Week-Out Services of

SHOWMEN'S TRADE REVIEW

THE FAMOUS CRIME-SMASHER OF "THE SPIDER" MAGAZINE WARS ON THE NATION'S SECRET ENEMIES!



THE SPIDER RETURNS

THE GREAT NEW SERIAL-THRILL....Released May 9th

Based upon "The Spider" Magazine Stories
with Warren HULL · Mary AINSLEE
Dave O'BRIEN · Joe GIRARD · Kenneth DUNCAN
Screen play by Jesse A. Duffy and George Plympton
Directed by JAMES W. HORNE
A COLUMBIA CHAPTER PLAY

COLUMBIA PICTURES

BOOK "THE SPIDER RETURN NOW!

COLUMBIA'S THRILL-PACKED SEQUEL TO ITS GREAT HIT SERIAL "THE SPIDER'S WEB!"

MAY 12 1941

SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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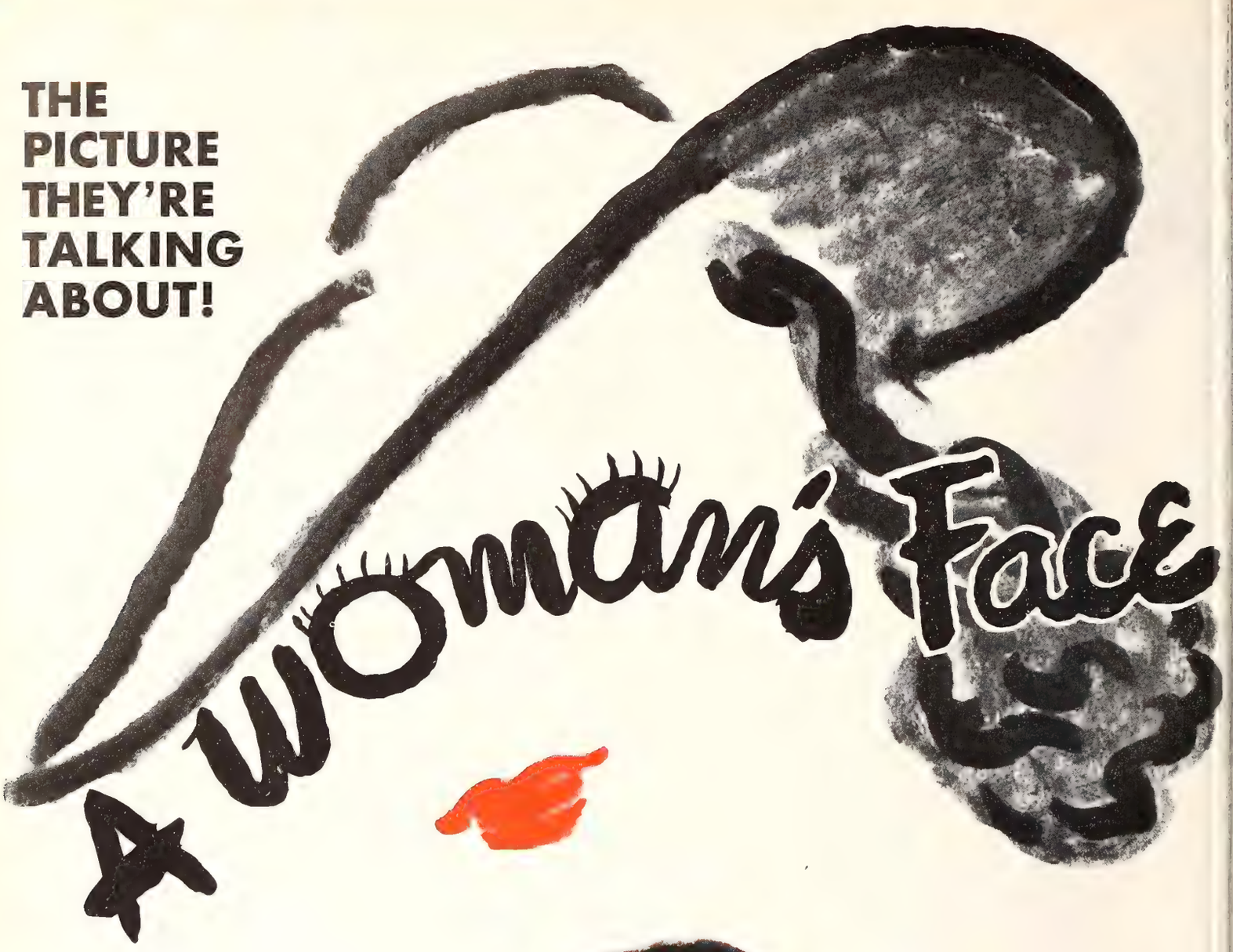


Herbert J. Yates

Vol. 34 No. 16

May 10
1941

THE PICTURE THEY'RE TALKING ABOUT!



starring
JOAN CRAWFORD
MELVYN DOUGLAS
with CONRAD VEIDT
OSA MASSEN · REGINALD OWEN
ALBERT BASSERMANN · MARJORIE MAIN
DONALD MEEK

The director of "Philadelphia Story," George Cukor, has made another Metro-Goldwyn-Mayer screen triumph out of the amazing story of a cruel girl who made the world of men pay for the heart they broke.

Screen Play by
Donald Ogden Stewart
and Elliott Paul

Directed by
GEORGE CUKOR

Produced by
VICTOR SAVILLE

AN M-G-M PICTURE

The Editorial Page

Add Press Showings

There seems little doubt that studios are phenagling to delay screening pictures for the trade press until a time close to actual release date.

The studios and the distributors know very well that large numbers of exhibitors depend upon the trade press to bring them review reports about product and sufficiently in advance of release to aid theatremen in booking intelligently and in a manner to realize the best possible return for each individual attraction.

Just what the major companies hope to gain by this new but not the least bit smart technique, is a mystery to us. But let them feel neither hurt nor offended if it is said that they hope to keep poor pictures a secret as long as possible and thereby gain some early bookings that might not otherwise be forthcoming.

The danger of the current practice is that it may produce a situation whereby trade papers will be compelled to install a snoop system about forthcoming product not screened sufficiently in advance of release. If such a system comes into being, the trade papers will not be at fault, but the producers and distributors, who will not be happy over the results, will be to blame. However, if that is what the distributors want, they certainly can get it by continuance of the present delaying tactics. But if and when they get it, you can be sure there will be howls and bellyaching all over the lot. If on the other hand, they want the field properly informed about their pictures, then they had better revert to their former method and cooperate with the trade papers in the matter of screenings.

We continue to wonder in what brilliant mind these peculiar ideas originate, and just who the authors of such ideas think they are fooling. If, in this instance, they are looking for an answer we'll give it to them. They are fooling only themselves!

▲ ▲ ▲

Early Matinees for Defense

Sometime back this page reported that several smart theatremen operating houses in towns and cities busy with large defense orders, had instituted early shows to take care of the workers whose shift-hours made it impossible for them to attend the movies during the usual hours.

Now we note that the early opening idea has spread to many other parts of the country and particularly where factories are operating on two or three shifts.

But there are still hundreds of similar situations whose operators are doing nothing but weeping about how business is 'way under expectation for the town where everybody is working, making good money, but not coming to the movies often enough or in large enough numbers.

We suggest that they make a careful investigation of the shift hours of their local plants, re-adjust their show hours accordingly and put on a good campaign to educate the community to the new arrangement.

It may take a month or two for the new idea to take hold, but the cost is nominal compared to the increase in business that may result.

▲ ▲ ▲

Organized Effort Necessary

The present tax infection now epidemic in lawmaking halls from Washington right through the various state legislatures, calls for extreme caution and well organized effort to safeguard the theatre owners' interests.

Where exhibitor units function efficiently their interests will probably be watched carefully. But in all states where there is either no organization or a weak outfit disguised as one, exhibitors, circuit and independent alike, should band together and make certain that some one is watching the lawmakers and the proposals for taxation that can hit theatres directly or indirectly.

This is no time for petty, personal squabbles or mud slinging among theatremen. They must unite to present a solid, powerful front with representation adequate and competent to fight each threat, or to offer substitute suggestions to ways and means committees charged with the job of digging up revenue to meet increased costs and budgets.

▲ ▲ ▲

A Goodwill Convention

Ed Kuykendall has labelled the coming MPTOA gathering a "Goodwill Convention" and thereby brings up the question: just what IS a goodwill convention?

On the surface one might easily answer it by saying it is a convention that will promote goodwill among those attending. But a careful perusal of Ed's letters indicates he goes further. He takes in the public as the goal for achieving the goodwill.

A very worthy effort, we call it. And we shall look forward with deep interest to the announcements about the convention activity and program to see how this fine idea crystalizes.

—"CHICK" LEWIS

Distribs. Gird ForMinn.Fight

To Test Constitutionality Of Anti-5-Block Measure

Industry attention remained focused on Minnesota this week as the distributors girded for a fight compelling them to sell their entire year's output of pictures in that state with a minimum cancellation of 20 per cent. Only the five companies who signed the consent decree apparently will contest the law as Republic has already closed a deal since the enactment of the measure and Columbia has indicated that it will continue to do business in the state as it has done in the past. The Republic deal was rejected by the home office however. United Artists and Universal have not yet indicated their stand but the latter, it is anticipated, will take the same position as Columbia, while UA will adhere to its national policy of selling the entire output of each producer separately.

A prominent Minneapolis attorney, David Shearer, said that he had given an opinion to the distributors that the law was unconstitutional and that he believed it could be upset in court.

One of the grounds on which the measure would be attacked is that it deprives the exhibitors of their property without due process of the law in that it forces the granting of a 20 per cent cancellation without recompense to the distributor. Furthermore, it will be claimed that the law restricts interstate commerce.

LONDON OBSERVATIONS by Jock MacGregor

Good luck to the independents who are offering cheap rates to the Service men and girls. The circuits are too busy worrying about the Sunday charity levies to help the lads and lassies who are risking their all for a half dollar a day.

During recent weeks I have toured the country widely and generally have found business has been no better than the pictures playing. Most notable feature has been the lack of showmanship. Paper may be hard to get, but there are other ways of advertising. Even crude methods are better than leaving patrons wondering what is on and probably missing the films they want to see. In the lobby of a GB Midland cinema, there was not a single mention of programs, future or present. That is unlike Jimmy Forsyth, GB's energetic publicist. It was in the least expected places that I saw the best displays. At Douglas on the little known, self-governed Isle of Man, I saw good displays of posters and found cinemas issuing weekly programs and presenting films often in advance of London. In the West of England I came across Paul Soskin resting after his Paramount-British success, "Quiet Wedding," and reading new scripts. Nicest sight: hundreds of alien internees being marched to their bi-weekly movie show; the film—"The Great Dictator." I should have liked to have heard their reactions.

I see the Hollywood people are toying with a central preview theatre so possibly London's arrangement will be of interest. For about two and a half years the scheme has, except for two or three lapses, prevented overlapping of press shows. Press agents phone A. E. Newbould, who volunteered for the job, for available dates and book their spot. It is an honor agreement not to poach and critics attend the registered shows which are circularized each Friday by STR's Milton Deane, film secretary to the Critics' Circle. Organized studio visits and receptions are also booked through this source.

PARA. EXECUTIVES MEET HEDDA HOPPER



The star of Paramount's new short subject series, is shown here with distribution executives during Oscar Morgan's recent trip to the Coast. Left to right in back of her are J. J. Curry, short subject western representative; Hugh Braly, Pacific Coast division manager; Oscar Morgan, short subject sales manager; Fred Leroy, co-ordinator of exchange operations; and Duke Clark, Los Angeles branch manager.

Variety Meet to Set Records

1,300 Reservations Already Received for Atlantic City Convention; Elaborate and Extensive Program Planned

Nearly 1,300 reservations have already been received for the National Variety Clubs Convention to be held at the Hotel Traymore in Atlantic City next Thursday, Friday and Saturday and there are still several more territories to be heard from.

The program contemplates three full and busy days for the delegates and their guests, with entertainment generously mixed with business.

Senators, Congressmen, Governors and other public officials have signified their intention to attend. So have most of the top executives of the industry, in distribution as well as exhibition, and this week it was announced that a large contingent of Hollywood stars would grace the affair by their presence. Errol Flynn, Dorothy Lamour, Patricia Morison, Ray Milland, Charles Laughton, John Payne, Simone Simon, Phil Regan, Anne Shirley, Lew Ayres and Gene Autry are among those scheduled to attend. Walter Wanger, producer, will accompany the Hollywood contingent.

Secretary of Commerce Jesse Jones and Senator Tom Connally of Texas have accepted invitations to attend the Convention. Senator Connally, a well-known orator, will be one of the principal speakers at the banquet. Lord Halifax, British Ambassador, has also signified his intention to be there.

Among the highlights of the program is a monster boxing show at the Auditorium on Thursday night under the supervision of the boxing commissioners of New Jersey and Pennsylvania.

The business session is scheduled for Friday morning and afternoon, with the evening given over to the Variety Club Night of Nights in the Hotel Chelsea. There will be plenty of entertainment on the program at this affair.

Saturday morning will be devoted to the golf tournament and at noon the Boardwalk Parade will start. Several miles long, it is expected to last a couple of hours and wind up at the Auditorium, where a giant circus will be held.

From 4 to 6:30, United Artists will play host to the conventioneers at a cocktail party and at 7:30 the final banquet is scheduled at which the Humanitarian Award will be presented.

Kuykendall Appeals For Equitable Tax

President Ed Kuykendall of the MPTOA was scheduled to appear before the Ways and Means committee in Washington on Friday in connection with proposals for increased taxes. Earlier this week in New York he stated that although he believed exhibitors wanted to do their share in helping the defense program he didn't think they should have to carry a greater tax burden than those in other lines of business. Asserting that the proposed film rental tax, if passed, will have to be carried by the exhibitor, Kuykendall said that when it is added to present and future admission levies, the load will become too heavy.

Sichelman in Charge of 20th's Sales Meet Plans

Arrangements for the forthcoming 20th-Fox sales convention sometime next month have been placed in charge of Jack Sichelman, assistant to Herman Wobber, distribution chief. The studio expects to have ten of next season's pictures ready for screening at the meeting.

Para. Has 30% of Drive-Ins

Theatre Partners Will Run Many New Type Houses

Paramount theatre affiliates will soon hold 30 to 35 per cent of all the Drive-In Theatres in the country, it was noted this week, as indications appeared that the total number of these theatres would reach 100. The great majority of them are in the South where weather conditions are most favorable for their operation and Paramount partners are dominant in the theatre field in that section of the country. Chief among the operators of the Drive-In Theatres are the Sparks, Wilby-Kincey and Paramount-Richards Circuits.

Drive-Ins are believed to be attracting a new type of theatre patron, who does not attend regular indoor shows at all. Furthermore, they are also proving to be the mecca for younger folk who like to be outdoors in the evening after being confined to office, store or plant all day. Circuits now operating Drive-Ins report that some of the patronage ordinarily lost in Spring and Summer from regularly operated theatres is being attracted to these theatres.

The Drive-Ins are also proving to be a solution to the parking problem in many cities. The theatres are all in outlying sections to which the trend of movie-going is turning.

HERBERT J. YATES

(The Man on the Cover)

Who announced this week that Republic would complete its entire 1940-41 program of 28 features and 30 Westerns by July 1 and that the company would have 10 pictures on its 1941-42 program completed by August 1, with which to start the selling season. A number of pictures have been assigned to producers and production is soon expected to reach a new high for the company.

SHOWMEN'S Trade Review

Vol. 34, No. 16 May 10, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

May 11-12: ITO of Arkansas annual convention, Marion Hotel, Little Rock.
May 12: Abe Weiner-Joe Gins testimonial, William Penn Hotel, Pittsburgh.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 13: New Haven Metro Pep Club spring dinner dance, Waverly Inn.
May 15: ITO of Montana meeting, Billings.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
May 27: Annual Film Daily Golf Tournament, Glen Oaks Club, Great Neck, L. I.
June 6: Film Bookers Club of Chicago annual dinner-dance, Sherman Hotel.
June 8-12: MPTOA annual convention, Los Angeles.
June 8-12: PCC of ITO annual convention, Los Angeles.
June 11-13: New Jersey Allied convention, Ritz Carlton Hotel, Atlantic City.
June 16-19: RKO Sales Convention, Waldorf-Astoria, New York.
June 24: Boston Variety Club charity ball.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Altec Acquires Lansing Mfg. Co.

New Company to Make, Sell Public Address Systems

Altec President L. W. Conrow announced this week the formation of the Altec Lansing Corporation, and the acquisition of the assets of the Lansing Mfg. Co., of Los Angeles.

The new company, Conrow said, will carry on the manufacture of Lansing loud speaker systems for theatre use, as well as provide for the general distribution of public address equipment.

Heading the new corporation is G. L. Carrington, vice-president and general manager of Altec.

"The new company will provide the necessary facilities for broadening the distribution of Lansing loud speaker systems to a national basis," Conrow stated.

Altec Lansing, Conrow stated, will continue to act as a supplier to the major equipment companies.

Named Omaha Branch Head

Omaha — William H. Sherman, Universal salesman in Indianapolis, has been appointed local branch manager, succeeding Otto Siegel, who returns to Buffalo as salesman.

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs
of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

Commercial Television Seen Retarded by Defense Program

RCA Pres. Says Demands on Company's Facilities May Delay Service Start; Theatre Experimentations Go On

Demands for new radio equipment under the national defense program, thus causing a lack of sufficient receivers, is expected to retard if not indefinitely delay the full commercialization of television which only last week was given the "go ahead" signal by the Federal Communications Commission.

This disclosure was made this week when David Sarnoff, president of the Radio Corporation of America, which has been active in the development of television, told the corporation's stockholders at their annual meeting that the subject was now being reviewed before RCA, parent company of the National Broadcasting Company, went ahead.

Pointing out that "we may have to divert engineering, facilities and labor more and more from normal work to operations essential to the national interest" and that "we may have to work reduced allotment of materials in order to complete our obligations to defense," Sarnoff cited "important new factors" as increasing demands on the company's facilities and technical experts and "which may affect the establishment of new services."

Because its assembly line was disbanded after FCC unexpectedly called a halt to commercialization of television more than a year ago, RCA is not prepared at the moment to produce television receivers, it was learned.

An alternative to commercialization of television for the home was seen in the concentration on theatre television, which was scheduled to be given another tryout on Friday at the New Yorker Theatre. To reach an appreciable number of persons only a comparatively few receivers would be required, it was pointed out, and therefore experimentation might continue on a reduced scale.

Chicago Daylight Time Extended to October 30

Chicago—Despite theatre opposition headed by Jack Kirsch, president of Illinois Allied, who appeared with a committee, the City Council here his week passed an ordinance extending daylight saving to Oct. 30.

Hinchy, Fellman Feted

Members of Warners' Home Office staff honored Ed Hinchy, who has become booker and buyer for the Philadelphia zone, and Nat D. Fellman, who goes to Cleveland in the same capacity, with a dinner.

ERPI Official 'Drafted' for National Defense Research

An indefinite leave of absence to participate in important studies for the National Defense Research Committee has been granted T. E. Shea, ERPI vice-president in charge of engineering, according to President T. K. Stevenson. Dr. E. M. Honan will be in charge of all ERPI engineering which relates to motion pictures.

Chester Stoddard Named M & P Division Manager

Boston—Promotion of Chester L. Stoddard, for several years district manager for M & P Theatres on the North Shore here, to the division managership of the Maine, New Hampshire and Vermont territory, was announced this week. He succeeds the late Armand Moreau and will be succeeded in the North Shore district by Jack Goodwin, managing director of the Hub's Metropolitan Theatre.

70-30 Terms For 'Fantasia'

Fifteen Roadshow Dates Announced by Depinet

Reliable reports this week indicated that GWTW terms of 70-30 per cent would be asked for Walt Disney's "Fantasia," which RKO is now distributing. Heretofore handled by the Disney organization, the subject is being sold by RKO on contracts providing for roadshow treatment in all spots.

Fifteen roadshow dates were announced by Ned Depinet, with several openings scheduled for next week and the balance some time in May. The dates are: National Theatre, Washington, and Apollo, Indianapolis, May 13; Strand, Louisville, Warner's Regal, Hartford, and the Maryland, Baltimore, May 15; Park, Reading, Pa., and Senate, Harrisburg, May 21; Strand, Memphis, Granada, Duluth, and Fox Blue Mouse, Seattle, May 22; Schubert, Cincinnati, and Regent, Elmira, May 23; Wisconsin, LaCrosse, May 24, and Fox Music Box, Portland, May 29. First Canadian engagement is set for His Majesty's Theatre, Montreal, on May 26 or June 2.



Expect 1,000 At L. A. Meet

Kuykendall Announces PCC Has 656 Reservations

More than 1,000 persons are expected to attend the MPTOA Convention in Los Angeles June 8-12, President Ed Kuykendall said this week. The PCCITO, whose convention will be jointly held with that of the MPTOA, already has 656 reservations a month in advance.

Besides a tremendous number of exhibitors, a great many distribution executives have accepted invitations to attend, including several of the general sales managers.

The program for the convention is now taking shape. In addition to business sessions, arrangements are being made for the conventioneers to take trips through the studios.

Committees for the Convention have been named as follows with the first named as chairman:

CREDENTIALS AND RULES: E. M. Fay, Morris G. Leonard, S. J. Hyman, J. R. Denniston; RESOLUTIONS: Herman M. Levy, Morris Loewenstein, Charles H. Arrington, W. F. Ruffin; FILM BUYING PROBLEMS AND OPERATING POLICIES: Arthur H. Lockwood, O. C. Lam, L. O. Lukan, Harold B. Robb, James C. Shanklin; CONCILIATION AND ARBITRATION: A. C. Hayman, George P. Aarons, William G. Ripley, Benjamin Pitts; PUBLIC RELATIONS AND COMMUNITY AFFAIRS: Mitchell Wolfson, H. V. Harvey, Sidney B. Lust, M. A. Lightman; LEGISLATION AND TAXATION: Roy L. Walker, Walter Vincent, Joseph H. Brennan, Nat M. Williams; MUSIC TAX AND COPYRIGHT: J. M. Hone, A. Julian Brylawski, Irving C. Jacocks, M. D. McCord; NATIONAL DEFENSE ACTIVITIES: Lewen Pizor, Ben Levin, Max A. Cohen, M. C. Moore; LABOR RELATIONS: Fred Wehrenberg, L. C. Griffith, Fred Meyn, R. A. McNeill; RADIO AND NON-THEATRICAL COMPETITION: R. R. Biechele, R. X. Williams, Jr., George Nasser, Louis H. Ansell.

Reitman Named SOS Treas.

Morris Reitman has been elected treasurer of S.O.S. Cinema Supply Corp., and assumes his new post May 1st. Reitman is a newcomer to the motion picture trade, having served in a similar capacity with the Crescent Heat and Power Corp., for the past six years.

30% of Arbitration Cases Settled; Cost Found Low

56 Complaints Filed in First Three Months of System; Clearance Involved in 34; Only One Is Appealed

More than 30 per cent of all arbitration complaints filed under the Consent Decree up to the closing of the first quarter year of its operation on April 30 were completed by settlements or awards by arbitrators, according to the quarterly report made by Paul F. Warburg, chairman of the administrative committee of the motion picture arbitration system.

Of the 56 arbitration complaints filed with the American Arbitration Association's tribunals throughout the country, 18 were disposed of through awards or settlements. Seven awards were rendered by arbitrators, only one of which has been appealed, according to Warburg's report. Eleven cases were settled and discontinued by consent of the interested parties, the survey disclosed.

Disputes over clearance, totaling 34, comprised the greatest number of cases; some run or demand for product formed the basis of 13 other complaints. Two complaints brought under Section X which sought specific run were ordered withdrawn because this section of the Consent Decree does not become effective until August 31, 1941. Seven other complaints involved more than one grievance but six of them included clearance.

Economy of operation of the arbitration system is indicated in the report with the statement that the average cost of conducting the seven hearings to date, amounted to only $23.50 for filing and arbitrators' fees and $15.54 for stenographic expense, making an average cost per case of $39.04. Arbitration costs to date have been far below what they were expected to be. Attorneys' fees, of course, are not included in these figures.

New cases filed this week are as follows:

Ramsey Theatre, Ramsey, N. J., vs. the major distributors and the Lafayette Theatre, Suffern, N. Y., and the Warner Theatre, Ridgewood, N. J. The complaint charges that the Ramsey is compelled to follow the other two theatres by from two to three months.

The Patricia Theatre, Aiken, S. C., against the majors and the Imperial, Dreamland and Rialto Theatres in Augusta, S. C., seeks earlier availability.

Sale of Charles K. Woolner's Drive-In Theatre, New Orleans, to the United Theatres, Inc. will result in the automatic dropping of his "some run" complaint against Warner Bros. Woolner's other complaints against MGM and Paramount had been settled previously.

Changes Revealed In RKO Sales Personnel

Eight changes in the sales personnel in the field have been announced by RKO Sales Manager Andy Smith.

Errol Sanders joins the Denver staff, succeeding Fred P. Brown, resigned. E. E. Gruenberg, formerly Minneapolis salesman, is transferred to Des Moines to fill the vacancy occasioned by the transfer of E. J. Smith, Sr. to Buffalo. Ed Lebby, who resigned as a Pittsburgh salesman in June, 1940, rejoins the staff as a salesman in Detroit, replacing Fred Bonnem, resigned. Richard Saenger is added to the Milwaukee staff as a new salesman.

C. H. Noodleman is a new salesman in Minneapolis, filling the Gruenberg vacancy. W. G. Carmichael is employed as a salesman in Omaha, succeeding J. P. Smith, who resigned. William Hoppe joins the staff at St. Louis succeeding L. S. Gruenberg who was recently promoted to Salt Lake City manager. J. Arends is promoted from office manager to salesman at St. Louis.



All the employes of MGM's Washington exchange came to work on the morning of April 30 with their first purchase of either a Defense Savings Bond or stamp. This was the first day they were on sale and the group is laying claim to the title of "The First Organization on Actual Part of the Defense Savings Bond and Stamp Sale." They were able to do this by previously arranging with the National Metropolitan Bank to have their stamps and bonds ready; their purchases covered a wide range of prices from 10c to $100.

200 Attend SMPE Meet

New York, Hollywood to Get Two Future Sessions

Rochester—The Sagamore Hotel here was the scene this week of the 49th semi-annual convention of the Society of Motion Picture Engineers which was attended by more than 200 engineers as well as representatives of studios, factories and laboratories all over the country. Emery Huse, SMPE president, presided.

The four-day session, after preliminary activities, began Monday afternoon with the first of ten technical discussions which covered the fields of visual education, air-conditioning, lenses, projection, illumination and motion picture camera design. On Monday evening Disney studio engineers, as well as those representing Warner-First National and RCA Manufacturing Co., lectured on sound equipment.

With studio technical developments and advances in photographic processing highlighting Tuesday's business session, the social highlight in the evening was the 49th annual banquet and dance.

A joint meeting of the Acoustical Society of America and the SMPE was the principal session at Wednesday's gathering, while Thursday's meeting was given over to the report of the Theatre Engineering Committee, of which A. N. Goldsmith is chairman, and a discussion of papers chiefly concerned with projection practice and improvement.

The annual fall meeting has been set by the Board of Governors to take place next October at the Pennsylvania Hotel in New York, while the spring convention will be held in Hollywood.

Dr. H. E. Bennett, Noted Seating Authority, Dies

Dr. Henry Eastman Bennett, research advisor and director of publicity for the American Seating Company, died unexpectedly of a heart attack April 28, in Asheville, N. C. He was 68 years old, and had been associated with the American Seating Company since 1923.

Dr. Bennett was responsible for many improvements in the design of school and other public seating. Because of his outstanding work in the study of posture and seating, the American Seating Company persuaded him to devote his entire time to the subject.

Favorable Reviews Increase 'Kane' Tickets Demand

Favorable reviews which followed the world premiere of Orson Welles' "Citizen Kane" at the RKO Palace last week have resulted in a heavy demand for tickets, it has been learned, with reservations being made five weeks in advance. New York newspapers unanimously praised the film, with the exception of the *Journal-American* and the *Daily Mirror*, both of which completely ignored it.

COLUMBIA

GIVES YOU IN THIS CALENDAR

12 RED-LETTER DATES...

Actual Releases In The Next 3 Months....

IRENE DUNNE and CARY GRANT
in George Stevens'
"PENNY SERENADE"
with BEULAH BONDI · EDGAR BUCHANAN · ANN DORAN

APR
24

"UNDER AGE"
with
NAN GREY · ALAN BAXTER
MARY ANDERSON · TOM NEAL · LEONA MARICLE

APR
26

"THE BIG BOSS"
with
OTTO KRUGER · GLORIA DICKSON
JOHN LITEL · DON BEDDOE

APR
28

George BRENT and Martha SCOTT
in "THEY DARE NOT LOVE"
with PAUL LUKAS • Roman Bohnen • Kay Linaker
Directed by JAMES WHALE

APR
30

Jane WITHERS and Jackie COOPER
in "HER FIRST BEAU"
with Edith Fellows · Josephine Hutchinson · William Tracy
Martha O'Driscoll · Edgar Buchanan
Directed by THEODORE REED

MAY
8

"SHE KNEW ALL THE ANSWERS"
starring
Joan BENNETT and Franchot TONE
with JOHN HUBBARD • EVE ARDEN • WILLIAM TRACY
Based upon a Cosmopolitan Magazine story
Directed by RICHARD WALLACE • Produced by CHARLES R. ROGERS

MAY
15

"NAVAL ACADEMY"

with

FREDDIE BARTHOLOMEW · JIMMY LYDON · BILLY COOK

MAY 22

"ADVENTURE IN WASHINGTON"

starring

Herbert MARSHALL and Virginia BRUCE

featuring the new young star GENE REYNOLDS

Produced by CHARLES R. ROGERS · Directed by ALFRED E. GREEN

MAY 30

TIME OUT FOR RHYTHM"

with

Rudy Vallee · Ann Miller · Rosemary Lane · Glen Gray & his Casa Loma Orchestra

Six Hits & a Miss · Brenda & Cobina · Joan Merrill · Allen Jenkins · The 3 Stooges

Directed by Sidney Salkow

JUNE 12

THE RICHEST MAN IN TOWN"

with

Frank Craven · Edgar Buchanan · Eileen O'Hearn · Roger Pryor

JUNE 26

SWEETHEART OF THE CAMPUS"

with

RUBY KEELER · HARRIET HILLIARD · GORDON OLIVER and
OZZIE NELSON and his Band

JULY 3

WAS A PRISONER ON DEVIL'S ISLAND"

with

SALLY EILERS · DONALD WOODS · EDWARD CIANNELLI

JULY 10

In or About to Go Into Production

MELVYN DOUGLAS · RUTH HUSSEY *in*

"OUR WIFE"

with CHARLES COBURN

A John M. Stahl Production · *Directed by* JOHN M. STAHL

●

ROBERT MONTGOMERY *in*

"HEAVEN CAN WAIT" *(tentative title)*

with RITA JOHNSON · CLAUDE RAINS · JAMES GLEASON · EDWARD EVERETT HORTON

Directed by ALEXANDER HALL

●

"TILLIE THE TOILER"

Based on the King Features Syndicate comic strip with KAY HARRIS (new discovery)

Directed by SIDNEY SALKOW

●

FRED ASTAIRE · RITA HAYWORTH *in*

"YOU'LL NEVER GET RICH"

Music by COLE PORTER · *Directed by* SIDNEY LANFIELD

●

"TEXAS"

WILLIAM HOLDEN · GLENN FORD

Directed by GEORGE MARSHALL

COLUMBIA PICTURES

PRINTED IN U. S. A.

The Box Office Slant

A Woman's Face

(Hollywood Preview)

MGM Drama 107 mins.

(Prod. No. 136—Nat'l Release, May 9)

AUDIENCE SLANT: (Adult) One of Joan Crawford's best and a picture that most of her fans, and others, have been waiting for.

BOX OFFICE SLANT: Will do a business in direct proportion to selling efforts.

Cast: Joan Crawford, Melvyn Douglas, Conrad Veidt, Osa Massen, Reginald Owen, Albert Basserman, Marjorie Main, Donald Meek, Connie Gilchrist, Richard Nichols, Charles Quigley, Gwili Andre, Clifford Brooke, George Zucco, Henry Kolker, Robert Warwick, Gilbert Emery, Henry Daniell, Sarah Padden, William Farnum. **Credits:** Produced by Victor Saville. Directed by George Cukor. Screenplay by Donald Ogden Stewart and Elliot Paul. From the play "Il Etait Une Fois" by Francis De Croisset. Director of photography, Robert Planck. Film editor, Frank Sullivan. Art director, Cedric Gibbons.

Plot: A woman with a criminal record whose face has been badly disfigured in childhood, plans with the man she loves, to help him dispose of a small child who stands in the way of a fortune. In the meantime she meets a plastic surgeon who becomes interested in her disfigurement and offers to correct it. With the change in her face, she becomes a different person and finds it impossible to carry out her promise to kill the child. Instead she is forced to kill the man she loves in order to save the child's life.

Comment: One of Joan Crawford's best and a picture that most of her fans and others, have been waiting for. The title is a natural for everyone, especially the women; the story is a suspenseful mystery with plenty of romance and the direction is the work of George Cukor, who deserves credit for the skillful way in which he presents the tale. All of which makes "A Woman's Face" a genuine dramatic piece of entertainment that should find favor with everyone. For marquee strength there is Joan Crawford and Melvyn Douglas, both of whom are excellent. Most of the supporting cast have been carefully and interestingly picked with Conrad Veidt, as the villain, Osa Massen as the unfaithful wife, Marjorie Main as the jealous housekeeper and Albert Basserman as the kindly grandfather. Here is a production that is worth selling, so give it plenty of material aid and it will bring returns by becoming a top-grossing attraction. For selling suggestions see Showmanalysis in this issue on page 19.

Catchline: "They said she was the devil's answer to any man's prayer."

Singapore Woman

Warner Brothers Drama 64 mins.

(Prod. No. 563—Nat'l Release, May 17)

AUDIENCE SLANT: (Adult) Entertaining program fare. Although not a special by any means, it combines elements that appeal to the masses.

BOX OFFICE SLANT: While not strong enough for preferred play dates, it should do well as a week-end booking.

Cast: Brenda Marshall, David Bruce, Virginia Field, Jerome Cowan, Rose Hobart, Heather Angel, Richard Ainley, Dorothy Tree, Bruce Lester, Connie Leon, Douglas Walton, Gilbert Emery, Stanley Logan, Abner Biberman, Eva Puig. **Credits:** Associate Producer, Harlan Thompson. Directed by Jean Negulesco. Screenplay by M. Coates Webster and Allen Rivkin. From a story by Laird Doyle. Director of photography, Ted McCord. Art direction, Charles Novi. Music by Howard Jackson. Film editor, Everett Dodd.

Plot: Rubber planter Bruce offers to help despondent Brenda Marshall, who is down on her luck and classed as "a jinx woman" in Singapore. The two fall in love; complications ensue when Bruce's sweetheart from the States arrives and when Brenda's supposedly dead husband turns up. But it all ends happily.

Comment: With many short subjects to his credit, Director Jean Negulesco enters the feature production ranks with "Singapore Woman," and while his first "major" effort is not outstanding by any means, it still manages to emerge as absorbing entertainment that will please in average communities. Not only his direction, but the capable performances of Brenda Marshall, who is indeed talented and lovely, David Bruce, Virginia Field, Jerome Cowan and Richard Ainley help to make the film a realistic melodrama with an exotic locale. While it is not strong enough for preferred playdates, "Singapore Woman" should bring in the coin as a week-end booking. Therefore, play it up as an action film. Through various mediums arouse interest in the identity of the "Singapore Woman." Use an exotic, veiled woman for street ballyhoo.

Catchline: "Lovely as a jungle orchid—deadly as a tiger."

Legion of Decency Ratings

(For Week Ending May 10)

SUITABLE FOR GENERAL PATRONAGE

El Diablo Rides Again
Lone Rider in Ghost Town
The Singing Hill

SUITABLE FOR ADULTS ONLY

Lady From Louisiana
The Big Boss
They Dare Not Love

OBJECTIONABLE IN PART

City of Missing Girls

Affectionately Yours

Warner Bros. Society Comedy 88 mins.

(Prod. No. Not Set—Nat'l Release, May 10)

AUDIENCE SLANT: (Adult) Sophisticated audiences will enjoy this. Others may think it silly and somewhat of a repetition of previous pictures.

BOX OFFICE SLANT: Should go all right in the class houses.

Cast: Merle Oberon, Dennis Morgan, Rita Hayworth, Ralph Bellamy, George Tobias, James Gleason, Hattie McDaniel, Jerome Cowan, Butterfly McQueen, Renie Riano, Frank Wilcox, Grace Stafford, Carmen Morales, Murray Alper, William Haade, Pat Flaherty, James Flavin. **Credits:** Executive Producer, Hal B. Wallis. Directed by Lloyd Bacon. Screenplay by Edward Kaufman, from the story by Fanya Foss and Aleen Leslie. Director of photography, Tony Gaudio. Art director, Anton Grot. Film editor, Owen Marks.

Plot: Morgan, a foreign correspondent, returns hurriedly from Lisbon when he hears his wife, Merle Oberon, is divorcing him. He finds she is about to marry Ralph Bellamy. His frantic efforts to get her to reconsider are unavailing, even when he uses Rita Hayworth as a foil. But finally, by feigning injury in an accident, he literally takes her from the altar.

Comment: Sprightly comedy of this type is usually enjoyed principally by sophisticated audiences and this should be no exception. Dealing with the so-called upper crust, the story will be called "silly" by many. It is chockful of inanities, some of which are quite far-fetched. There is some action to the picture in spots, but in general it seems to be much ado about nothing, although the end is a foregone conclusion. Merle Oberon proves again her ability to wear clothes well, and to "take it," as the saying goes, as she is considerably buffeted about in this picture. Bellamy has a role very similar to the one he played in "His Girl Friday"—in fact "Affectionately Yours" can be compared to "His Girl Friday" in many respects. Fundamentally, the story is the same, with the exception of the fact that the newspaperman is not shown working at his profession in this picture. Dennis Morgan after his work in "Kitty Foyle" should be more popular than ever. George Tobias as a Turkish photographer provides some of the comedy. A real or prop tree can be put in the lobby for everyone to gratify their yen for initial carving. A heart-shaped standee with head-size holes can be placed in the lobby with appropriate copy and a photographer can take pictures of couples for a gag.

Catchline: "More surprises than a kiss in a blackout."

Sheriff of Tombstone

Republic Western 56 mins.

(Prod. No. 56—Nat'l Release, May 5)

AUDIENCE SLANT: (Family) Up to Roy Rogers' usual standard.

BOX OFFICE SLANT: For western fans or second feature spot for the week-end juvenile trade.

Cast: Roy Rogers, George "Gabby" Hayes, Elyse Knox, Addison Richards, Sally Payne, Harry Woods, Zeffie Tilbury, Hal Taliaferro, Jay Novello and Jack Ingram. **Credits:** Associate producer-director, Joseph Kane. Screenplay by Olive Cooper. Original story, James Webb. Film editor, Tony Martinelli.

Plot: Harry Woods is en route to Tombstone to become the puppet sheriff of a crooked politician when he engages in gunplay with George "Gabby" Hayes. During the melee Woods loses the weapon and Roy Rogers obtains it. Rogers proceeds to Tombstone with the shotgun where he is assumed to be the expected sheriff. Rogers succeeds in saving the gold mine of patriarchal Zeffie Tilbury before his true identity is discovered.

Comment: The plot follows a familiar pattern but apparently it's what the western fans want and on that basis the picture is okay. There are several song numbers which Rogers and Sally Payne sing pleasantly enough. On the whole, however, the picture is only mildly satisfying but has enough gunplay and hard riding to please the type of audience for which it is made. Sally Payne, the "Dumb Dora" in the Pete Smith shorts, has a singing and comedy part and acquits herself well.

Catchline: "Tombstone comes to life when the new 'sheriff' arrives."

The Nurse's Secret

Warner Brothers Mystery 65 mins.

(Prod. No. 523—Nat'l Release, May 24)

AUDIENCE SLANT: (Family) Routine murder melodrama for the mystery fans.

BOX OFFICE SLANT: It isn't likely to break any records, but should do all right on an "action" date.

Cast: Lee Patrick, Regis Toomey, Julie Bishop,

(*Continued on Page* 16)

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

NATIONAL VARIETY CONVENTION NOTES

Definite assurances have been given to John H. Harris, National Chief Barker of the Variety Clubs of America that the following stars will represent the movie capitol at the Convention: Errol Flynn, Dorothy Lamour, Patricia Morison, Ray Milland, Charles Laughton, John Payne, Simone Simon, Phil Regan, Anne Shirley, Lew Ayres and Producer Walter Wanger, co-chairman of the Honored Guests Committee. Announcement of a second group to make the trip will be made as soon as a committee, consisting of Wanger, Bob O'Donnell and Paul Short, can check on whether the others can be spared from the studios.

* * *

The boardwalk parade, which will climax the three-day convention on Saturday noon, May 17, is expected to exceed in originality and size any previous parade in Atlantic City's history—not excepting the Miss America spectacles.

Ted Schlanger, chairman of the parade committee, has announced that at least 15 bands will be employed throughout the parade, with an Atlantic City band of some 250 pieces in the key spot. In addition, a circus calliope will lend circus atmosphere.

The circus unit's own band will be followed by clowns, animal wagons, elephants and performers in costume. They will lead the marchers to Convention Auditorium, where a two-ring circus lasting two and a half hours will be presented free of charge to the delegates, children from local institutions and kids from the streets.

Schlanger reports that some 20 floats, including the MGM "Ziegfeld Girl" float, Paramount's "I Wanted Wings" float and RKO's float on "Sunny," will take their places in the parade.

The MGM float, forty feet in length, will feature Leo the Lion, quite grown up and ferocious, atop it. Flanking Leo will be two gorgeous beauties, Myrna Dell and Virginia Curzon, who appear in the film. The piece de resistance, however, will be 40 eye-filling and glamorous bathing beauties, who will pull the float along by silken ropes. Airplanes and dirigibles from the naval station at Lakehurst, N. J., will fly over the line of march throughout the parade.

* * *

Stan Lee Broza of Station WCAU in Philadelphia has announced that final plans for broadcasting the various events of the Convention are nearing completion.

Although broadcasting will take place during most of the events, including a running description of the boardwalk parade, the principal broadcast will be from 9:30 to 10:00 P.M. from the banquet hall, when the presentation and announcement of the Humanitarian Award will be made. Ex-Gov. Harold Hoffman of New Jersey will be toastmaster.

In addition, there will be the regular broadcast of the Kate Smith show from Atlantic City and the Saturday evening broadcast of the "Truth or Consequences," in which outstanding industry and Variety Club officers will participate.

Local broadcasting of the boxing show and some portions of the Pan American Night of Nights Party at the Chelsea Hotel will go out over Atlantic City and Philadelphia stations.

* * *

With all plans completed and the entire show lined up, it can now be announced that the Friday night social event to be held at the Chelsea Hotel in Atlantic City, will be known as the Pan American Night of Nights. All decorations, bands and entertainers will feature the Pan American motif. Outstanding entertainers from South American countries plus the North American variety who compare well with the native product, will stage a continuous fiesta.

The fete will be ushered in with a buffet supper served on a table extending the entire length of the 200-foot room. Viands of every description will be available, with special emphasis on the sea food for which Atlantic City is justly famous. Accommodations for 1,500 diners will be available. Harry Mayer of Warner Bros., chairman of the entertainment committee, has arranged a gala show. The Calcutta Pool is expected to be conducted by Bob O'Donnell for the benefit of the Golf Tournament.

* * *

An additional list of industry notables who have signified their intention to attend the convention follows: Ike Libson, Maurice White, W. G. Van Schmus, Bob Savini, Jules Lapidus, Carl Leserman, Grad Sears, Norman Moray, Lou Goldberg, Mike Conrow, Stanley Hand, Charles Berns, Sam Shain and Governor Edison of New Jersey.

To double-check against the possibility of gate-crashers trying to participate in convention activities without proper credentials, the arrangements committee has decreed that all delegates must show BOTH their coupon book and official badge in order to gain admittance.

Tent No. 1—Pittsburgh

Eddie Fontaine Visits Clubrooms; Herman Maher a Visitor; Harris Organization Fetes Gene Autry and Press

Mr. and Mrs. J. E. Fontaine of Washington visited the clubrooms last Friday. Eddie is one of the original members of the club and, incidentally, the man who gave it its name. All of his Pittsburgh friends were very glad to see him.

Quite a few members of the American Legion were at the clubrooms after the Americanization Day celebration at Memorial Hall.

Among other visitors at the club this past week was Herman Maher of Tent No. 11.

National Chief Barker John H. Harris is back from his trip to the Coast.

Members of the Harris organization were hosts at a cocktail party for the press and Gene Autry last Wednesday.

Barker Leo Abernathy, who will be candidate for Sheriff in the next election, entertained as his guests at the club last Thursday night Congressman McArdle and County Commissioner John Kane.

I. Elmer Ecker and C. C. Kellenberg are Kings for the Day at the dinner on Monday, May 5. Ecker is also busy lining up the delegation that will attend the convention in Atlantic City and so far has eighty-six. Elmer is confident that he will get over one hundred.

Barker Brian McDonald is sneaking out to the golf course by himself to see whether or not the lessons he took this winter have improved his game. Don't be surprised if he is a dark horse entry in the Convention Tournament.

Tent No. 3—Cincinnati

Bert Stearn Visits; MGM Salesmen Find Rooms for Stars Attending Derby; "Pop" Wessel at Convention

Arrangements have been made whereby this column's scribbler will wire in the National Convention news to the three local papers.

Bert Stearn, United Artist exec. in these parts, paid his usual visit to the clubrooms while on a tour of his firm's exchanges.

Local MGM salesmen were kept busy for some time the other day locating suites in already overcrowded hotels for several of the company's stars who stopped over here on the way to the Kentucky Derby.

"Pop" Wessel, one of our first Chief Barkers and for the past many years a hard worker on the Heart Committee, has already left for Atlantic City to be on the ground with a bushel of information for the home town contingent when it arrives.

Several of the local barkers to attend the convention are sending their wives to New York where they will meet them after the big doings in Atlantic City. Among those is Andy "Short Circuit" Niedenthal who will drive east with the scribbler.

Larry Lyons, the club's popular steward has been ill for the past few days. Here is hoping for his speedy recovery.

Thanks to "Chick" Lewis for the orchids of recent date anent the unbroken correspondence for this column. No trouble at all, "Chick," and it's a pleasure.

Tent No. 5—Detroit

Big Delegation Set for Convention; Brooks Arranging Things; Sam Seplowin Host on "Republic Night"

Detroit Tent is busy thinking Convention (every Barker is dreaming of the attractions of Atlantic City), talking Convention (the greeting everywhere is—"How are you going to Atlantic City?"), and soon all will be going convention. Detroit's delegation is going to surprise a lot of other tents; not much said, but the Motor City will come through.

J. Oliver Brooks, head booker of the Butterfield Circuit, is busy completing arrangements for transportation, reservations, and special activities for the tent. Many of the plans are secret, but one thing is no secret—Ollie is a plenty good planner, and his work will show up well on the Boardwalk. Johnny Howard, Chief Barker, is going to have plenty of inspiration on the green when he goes out to meet challengers for the Variety Golf Cup. (Detroit Barkers aren't selfish—we'll give other Tents a chance to win it—we said, a chance!)

Saturday was Republic night at the Tent, and Sam Seplowin, manager, staged an evening of tricks and horrors, including a super-life size Boris Karloff, ghoulishly lighted, and ably assisted by Irwin (Prankster) Pollard. Attendance was good, and a strong floor show was put on.

Lew Wisper and Frank Wetsman were hosts to a large part of the industry on Thursday, when they held the formal opening of their new Dearborn Theatre in the suburb of that name. The house is of unusual construction, and a tribute to the showmanship of the owners of the largest local independent circuit.

Tent No. 6—Cleveland

Frank Hunter Honored by Testimonial; Bert Lahr a Visitor; Shulman and Rubin in Convention Golf Tourney

The employes of Twentieth Century-Fox are giving a testimonial dinner for Frank Hunter, booker, who has been with that organization for twenty years. The dinner is set for the 19th of May, and approximately twenty people are expected to attend.

Bert Lahr and the entire company from "DuBarry Was A Lady" stopped in at the Variety Club the other evening.

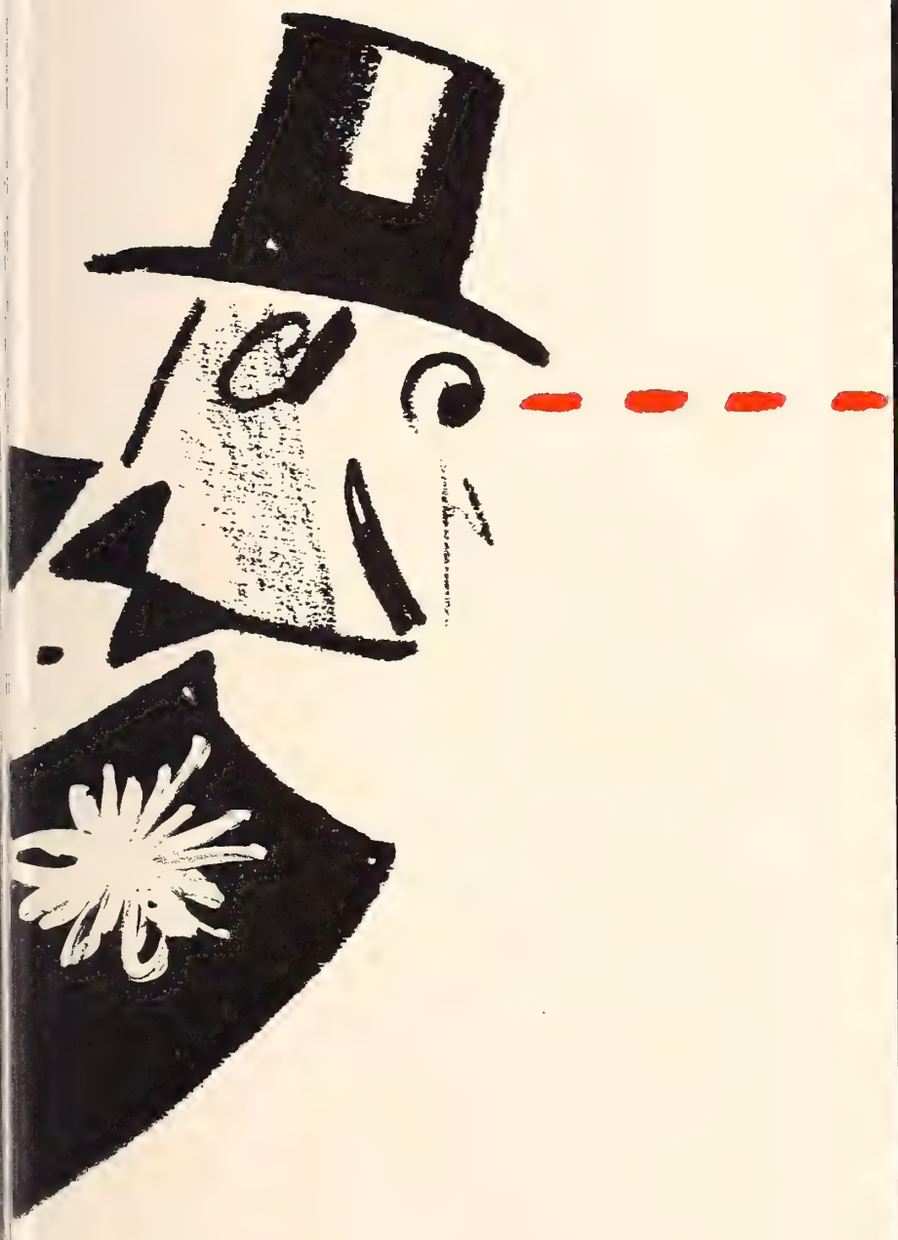
The Warner Club, consisting of members of the staff of Warner Bros., held a gala party at the Variety Club on May 2nd. President Charles Albert, Vice-President Marty Friedman, Arnold Nathenson, Warner Theatre Department; Rosalind Hoffman, Vitagraph, were in charge of entertainment. Al Barardi and his orchestra and the entire group of entertainers from El Dumpo Night Club were on hand for the evening. A buffet lunch was served at midnight and there was dancing. Bernie Green from El Dumpo acted as Master of Ceremonies. About 160 attended.

Among those from Tent No. 6 who are going to the National Variety Club convention are: Barkers Frank Drew and I. J. Schmertz, delegates; Frank Boyd, property master; Chief Barker Bert Stearn, acting as national canvassman; Max Lefkowich, S. David Spizel, Abe Schwartz, Ed Flanigon, Norman Levin, Sidney Weigart, Charles Gottlob, Mat Goodman, Jack Shulman and Bernard A. Rubin.

Barkers Jack Shulman and Bernard A. Rubin are representing Tent No. 6 at the Variety Club Golf Tournament.

Those Barkers going to the convention will

(*Continued on Page 22*)



Warners' Million Dollar Baby is coming!

Be sure to ask for the FREE musical sound-track Trailer —and the sensationally different Warner Trailer!

Amusement Ad Layouts from Seattle to Tampa

TAMPA TRIBUNE

SPARKS THEATRES

Citizens—Wherever We Serve

TAMPA — South's (Most Beautiful Theatre — Mat. 39c - Nite 44c, Incl. Tax — ENDS TODAY! — Spencer TRACY · MICKEY ROONEY in MEN OF BOYS TOWN — Added Hits! — Latest Paramount War News — Cartoon · Sport · Travel — Eddie Ford At The Organ — TOMORROW & FRI.! MYSTERY · SCANDAL! BLACKMAIL — The hottest clue in the world, or rather an INSIDE STORY (Too hot to print!) — WASHINGTON Melodrama with FRANK MORGAN, ANN RUTHERFORD, KENT TAYLOR — Added Hits! — "FORBIDDEN PASSAGE" (Crime Novelty) — Travel-talk · Eddie Ford — Latest Pathe War News

PARK — 33c Mat.—39c Nite (Incl. Tax) — TODAY and THURSDAY — This Ever-new Known-by-apples . . . It's 1941's newest picture! — Barbara STANWYCK, Henry FONDA in The Lady Eve with COBURN, PALLETTE — Plus First Time in Tampa — QUEEN OF DESTINY with Anna NEAGLE — Also Cartoon and War News

FLORIDA — 10c-15c Incl. Tax — Today Only! — GUY KIBBEE "SCATTERGOOD BAINES" — John WAYNE · Ian HUNTER "LONG VOYAGE HOME"

VICTORY — 10c-20c TODAY THRU FRIDAY! — Betty GRABLE · Don AMECHE "Down Argentine Way" — THE MARX BROS. "GO WEST"

SEMINOLE — 10c FLORIDA & WILDER 20c — Open 1 P. M. — ENDS TODAY! — BORIS KARLOFF, Amanda Duff "THE DEVIL COMMANDS" — Lloyd Nolan · Lynn Bari "SLEEPERS WEST"

GARDEN — 10c FLORIDA & ZACHARY 20c — OPEN 6 P. M. — ENDS TODAY! — Carole Lombard, Robert Montgomery "MR. & MRS. SMITH" — Cesar Romero "Romance of the Rio Grande" — Also MARCH OF TIME presents "The F. B. I. — 1941"

SUNKEN SPRINGS — 10c 15c ROXY Last Day — Ann Sothern, Lew Ayres in "MAISIE WAS A LADY." Franchot Tone in "TRAIL OF THE VIGILANTES."

MAJESTIC MIDNIGHT SHOW TONIGHT 11:30

Marlene DIETRICH in The FLAME OF NEW ORLEANS — with BRUCE CABOT, ROLAND YOUNG, MISCHA AUER, ANDY DEVINE, MELVILLE COOPER, EDDIE CANTOR, Count Philip CREWS, FRANK JENKS

HOUSTON CHRONICLE

Starts TODAY BRANFORD

"There are some things a woman has to Lie about . . . to a Man!"

BETTE DAVIS in The Great Lie — GEORGE BRENT, MARY ASTOR — Also HUGH HERBERT Meet the CHUMP — JEANNE KELLY, ANNE HAGLE, LEWIS HOWARD, SHEP HOWARD — SPECIAL LATE SHOW SAT. NITE

NEWARK NEWS

SPRECKELS

BETTE DAVIS, GEORGE BRENT, MARY ASTOR in The Great Lie — With NATTIE McDANIEL — CO-HIT! — Ralph Bellamy — Margaret Lindsay — ELLERY QUEEN'S PENTHOUSE MYSTERY

SAN DIEGO UNION

HURRY! LAST TIMES TODAY!

ALICE FAYE — DON AMECHE — CARMEN MIRANDA in "THAT NIGHT IN RIO" — SEE TECHNICOLOR

LOEW'S STATE — OPEN 11:45 — Starts Tomorrow!

Roar like the Devil with JEAN ARTHUR

A part-time angel who likes to raise cain, in the gayest of all her romantic escapades—

THE DEVIL and MISS JONES

with ROBT. CUMMINGS · CHAS. COBURN — EDMUND GWENN · SPRING BYINGTON — S. Z. SAKALL · WILLIAM DEMAREST — Produced by . . . . . FRANK ROSS — Written by . . . . . NORMAN KRASNA

Directed by SAM WOOD

MEMPHIS COMMERCIAL-APPEAL

RIVIERA — TODAY! — TWO ACTION-PACKED FIRST RUN SMASH HITS — THRILL-SPATTERED MYSTERY OF LIVE WIRES AND STOLEN PHOTOS! — JACK HOLT in THE GREAT Swindle with Jonathan Hale, Henry Kolker, Marjorie Reynolds, Don Douglas, Boyd Irwin — NITES 25c — SECOND MAIN FEATURE — He's a ridin', fightin' wildcat! — TIM HOLT in "THE FARGO KID" — TILL 5 20c

TACOMA TRIBUNE

JUST A MINUTE!

(Actual Reading Time 30 Seconds)

Today we start a Big Hit Parade of pictures with this mighty sequel to "Boys Town."

You know, and we know, this one will be added to the "Screen's Greatest of all Time!"

Next Sunday, it's nobody less than JAMES CAGNEY musclein' in on the good old days, with OLIVIA DE HAVILLAND in "STRAWBERRY BLOND" Pals, It's Poifect!

. . . Then comes such hits as . . . "SO ENDS OUR NITE" "THAT NIGHT IN RIO" "CHEERS FOR MISS BISHOP" "The GREAT DICTATOR" and then "ZIEGFELD GIRL"

. . . Do you like that Line Up?

GREATER MOVIE SEASON IS HERE!

"BOYS TOWN'S" GREAT STARS TRIUMPH AGAIN!

—In New, Exciting Drama To Thrill The Hearts of The World!

M-G-M's NEW HIT! MIGHTY SEQUEL TO "BOYS TOWN"

At long last, it's here! The screen's two great actors...in the eagerly awaited sequel to famed "Boys Town"! And when you see it, amidst laughter, tears and heart-throbs... you'll say it tops even "Boys Town" itself!

SPENCER TRACY · MICKEY ROONEY in MEN OF BOYS TOWN with BOBS WATSON · LARRY NUNN, DARRYL HICKMAN · HENRY O'NEILL, MARY NASH · LEE J. COBB

STARTS TODAY!

PLUS. MOVIETONE NEWS — SPORTS · LATEST WAR NEWS · FASHIONS

INDIANA

It is suggested you see "MEN OF BOYS TOWN" from the start— 1:16–3:16–5:16–7:16–9:16

MARION (IND) CHRONICLE-TRIBUNE

PALOMAR — VAUDEVILLE — Starts TODAY! — LAUGHS! LAUGHS! LAUGHS! — THE SCREAMLINED, TUNE-SWEETENED VERSION OF THE FUNNIEST OF ALL STAGE HITS . . . BECOMES THE SCREEN'S OUT-STANDING COMEDY RIOT OF 1941! — JUDY (Scatterbrain) CANOVA, JERRY COLONNA, CHARLES BUTTERWORTH, BOB CROSBY AND HIS BAND WITH THE BOBCATS in "SIS HOPKINS" — SUSAN HAYWARD · Katharine ALEXANDER — ALSO Mary Roberts Rinehart's THE DOG IN THE ORCHARD — BARBARA PEPPER · HOWARD DA SILVA

On Stage! VAUDEVILLE — ROBBINS BROS. & MARGE, Broadway's Favorite Streamlined Steppers — OSAKI & TAKI — BILLY & IDYLL SHAW — CORALIE & KAYE — BARNEY GRANT "OLD MAN OF THE MOUNTAIN"

Extra! HELD OVER! 3RD WEEK! KATHARINE ELLIS ANSWERS YOUR QUESTIONS ON THE MEZZANINE

20¢ TILL 5 P.M.

SEATTLE TIMES

With the exception of one large layout, the ads reproduced on this page are in the "limited budget" classification, and have been taken from newspapers from Washington State to Florida.

Let's take a look at that extremely lengthy one-column ad for the Sparks Theatres down in Tampa. Seven houses are represented, and in all likelihood they are grouped together because of the value of the Sparks name as far as the public is concerned. "If it's a Sparks theatre," the prospective patron may deduce, "I know we'll be courteously treated and get our money's worth in entertainment." Thus it is an institutional angle that "holds" the ads together.

That large five-column ad culled from the Marion (Ind.) *Chronicle-Tribune* carries out a suggestion we made on this page recently (*STR, April 12, p. 22*). At that time we reproduced the Capitol (N. Y. C.) ad on "The Bad Man" and in commenting on the "Lion's Roar" column at the left, suggested that "perhaps you could institute a similar 'column' in your own ads." Well, it has been done here, and with good effect, too. If the Indiana manager keeps it up, he'll have the public eventually looking for his "personal message," provided, of course, he makes the copy interesting enough to attract the attention of readers. The "column" offers an excellent opportunity for showmen to literally talk to their patrons.

The balance of the layouts, of one-and two-column varieties, reveal what theatremen across the nation are doing with limited budgets. In many cases, the ads are press book adaptations, but two are "home-made." Can you spot them?

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	Mar. 8
Her First Romance	Jan. 11
Lady From Cheyenne	April 12
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Penny Serenade	April 26
Philadelphia Story	Jan. 25
Rookies on Parade	May 3
Sis Hopkins	April 5
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1
Woman's Face	This Issue

Cashier and Doorman's Greetings Help Sell "The Great Dictator"

In exploiting "The Great Dictator" Manager F. B. Schlax of Warner's Kenosha Theatre, Kenosha, Wisc., instructed his cashier to answer the phone with: "Good afternoon. 'The Great Dictator' is coming." His doorman greeted patrons with: "Good afternoon or (evening). 'The Great Dictator' will be here Friday." Incidentally, Schlax reports that 50 per cent of his patrons thought the picture was terrific, while the rest did not care for it, at all. Business, however was "very big."

No 'Takers' for Dave's Offer But Plenty of Talk Created

Residents of Inglewood, Calif., recently "pulled up fast" in front of the Granada Theatre where Manager Dave Martin and his assistant, Bill Erickson, had placed on display a sign offering to turn over the entire theatre for one performance to any person who would pay $500 to see "Comrade X" in privacy.

It was understood, of course, that the money would be turned over to a local charity organization. Even with the charity angle, however, there were no "takers," but the stunt created plenty of talk, and that's all that mattered to Dave.

Prize for Mother With Largest Brood Sells "4 Mothers"

In conjunction with the engagement of "Four Mothers," Warner's Garfield Theatre, Milwaukee, arranged a contest to find the mother with the largest number of children who might attend the theatre during the run. The winning contestant was the recipient of some $50 in merchandise and services, promoted by Manager Gene Arnstein from a beauty parlor, dress store and photographer, etc. Larry Schulz, assistant manager, suggested the idea.

'Smith' Telephone Awards

Moe Mescher of the Hamrich-Evergreen Theatre, Portland, Ore., highlighted a big campaign on "Mr. & Mrs. Smith" for the Orpheum run with a "calling all Smiths" phone stunt. In a broadcast over Station KGW all Smiths answering 'phone calls were presented with $1.00 and those not answering were awarded guest tickets, the latter being mailed.

Make Memorial Day Memorable As a Money Day in Your House

Additional Revenue Possible For Showmen Who Engage in Proper Promotional Activities

WITH Memorial Day in the North coming on Friday, May 30, it is to be hoped that theatremen will be prepared for the occasion. It is one of the most important and widely observed holidays, and at the same time it offers one of the showmen's best bets for bringing additional revenue into the theatre. In Dixie, Memorial Day is June 3.

One of the first things you should plan to do is to increase your admission prices on this day. But to justify this procedure, you must also book strong and appropriate subjects. While your feature attraction need not necessarily be patriotic or have the current international crisis as its background, at least it should be an outstanding production and appropriate for both children and adults. In view of the crop of patriotic short subjects available (STR, May 3, pp. 15 and 32), it should not be difficult to book those you believe best suited to the occasion, augmented by a cartoon and a travelogue, sport reel or some other subject along those lines.

Arrangements should be made with patriotic groups for special theatre parties, an after-parade matinee, or a special program in which guest speakers appear on your stage commemorating the spirit and significance of the occasion.

Turning over your theatre for a special morning observance, in case rain prevents it from taking place outside, would be a gesture to win you infinite goodwill and in the end, stronger patronage.

Invite Gold Star Mothers to be your guests on Memorial Day and tie up with a florist to give each one a flower.

Perhaps your local radio station plans to broadcast a special program; if so, make sure that your attractions for the day or any special events you plan, will be mentioned. On the preceding Sunday, perhaps ministers could refer to your program in their announcements from the pulpit.

To the end that you may be represented in the Memorial Day parade, contact the various groups most likely to participate: American Legion, Boy Scouts, Daughters of the American Revolution, Veterans of Foreign Wars, etc.

In your programs or as part of a lobby display, you could have facsimile blowups of Lincoln's Gettysburg address or Washington's Farewell address. Inasmuch as the sale of poppies will be taking place prior to Memorial Day, permit local veterans to set up a booth in your lobby. An emotionally-appealing display would consist of a rifle and bayonet with a helmet attached standing next to a white cross. Artificial grass should constitute the base, while in the background a one sheet card could contain this copy: "Poppies Grow in Flanders Fields . . . Memorial Day, May 30 . . . Buy a Poppy from a Veteran."

Special Show for Schools

Because the Day comes on Friday, it may be possible to arrange a Special School Memorial Day Matinee. You might also launch a Memorial Eve Midnight show on Thursday evening, May 29.

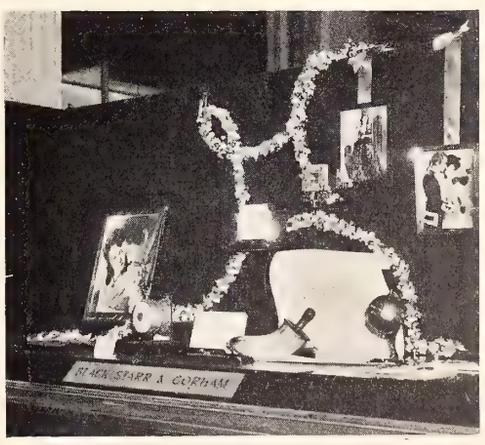
Decorate your theatre in keeping with the occasion and see that your ads and publicity copy are appropriate.

Perhaps the following tried-and-proven stunts will help you in planning additional activities for the occasion. Bear in mind that they took place during preceding years, but are just as good this year as ever:

In Los Angeles the U. S. Marine Corps captain and color guard officiated at Flag dedicatory exercises on the stage of a theatre. In advance, Legion heads gave two-minute talks on Buy-a-Poppy. To schools were sent American Flag-imprinted cards announcing the theatre's Memorial Day program.

In Milwaukee schools and civic organizations participated in competitive stage tableaus depicting "Portraits of American History." An advance "Americanism" essay contest was held among school pupils, and the winner appeared on the stage. School art classes competed in an Americanism poster contest.

In Seattle the American Legion held special services in a theatre, tieups were made with Boy Scouts and the Flag and Pledge of Allegiance was displayed.



Lord Nelson Relics Displayed

Thousands of Easter Week passersby on Fifth Avenue stopped to peer in the Black, Starr & Gorham window to admire a display devoted to Lord Nelson relics, which were loaned to the store for this occasion. Proper credit was given to Alexander Korda's United Artists release, "That Hamilton Woman!," which was playing at the Radio City Music Hall at the time.

Contestants Name Best Pictures

A contest asking radio listeners to name pictures in which Mickey Rooney appeared, accompanied by a note telling which one each liked best and why, was one of the highlights of the Loew's, Providence, campaign put over by Jack Simons for "Andy Hardy's Private Secretary."

The Box Office Slant

Nurse's Secret

(*Continued from Page* 11)

Ann Edmonds, George Campeau, Clara Blandick, Charles D. Waldron, Charles Trowbridge, Leonard Mudie, Virginia Brissac, Frank Reicher, Georgia Caine, Keith Douglas, Faye Emerson, Lucia Carroll. **Credits:** Directed by Noel M. Smith. Screenplay by Anthony Coldewey. From a story by Mary Roberts Rinehart. Director of photography, James Van Trees. Art direction, Stanley Fleischer. Film editor, Doug Gould.

Plot: Clara Blandick's nephew is found dead and Toomey, suspecting murder, hires Lee Patrick to stay in the house as Clara's nurse to find out what she can. Then Lee becomes involved when her patient dies after receiving a hypodermic. But she and Toomey together set a trap for the murderer and capture him.

Comment: Most readers find Mary Roberts Rinehart's mysteries thrilling and absorbing, but this screen adaptation of one of her stories is just routine murder-mystery stuff, with the customary list of suspects including the sinister butler. It shouldn't be difficult for theatre-chair sleuths to spot the guilty culprit, despite the fact that nearly every suspect has a gleam in his or her eye. For this type of film, the performances are adequate. Where mysteries are relished, this one should get by; but it will need the support of another feature, probably a western, if booked on a week-end. Arrange book store displays on the Rinehart novels. Use teaser throwaways in connection with the title. Be sure to reach the mystery fans in your exploitation.

Catchline: "A girl in white fights a strange case of murder."

Her First Beau

(Hollywood Preview)

Columbia **Comedy-Drama** **76 mins.**

(Prod. No. Not Set—Nat'l Release, May 8)

AUDIENCE SLANT: (Family) Has plenty of appeal for all types of patrons. Swell entertainment.

BOX OFFICE SLANT: Might develop into a "sleeper," so get behind it with a smart campaign. Will profit by word-of-mouth advertising.

Cast: Jackie Cooper, Jane Withers, Edith Fellows, Josephine Hutchinson, William Tracy, Martha O'Driscoll, Edgar Buchanan, Una O'Connor, Jonathan Hale, Kenneth Howell, Addison Richards. **Credits:** Directed by Theodore Reed. Screenplay by Gladys Lehman and Karen DeWolf. Story by Florence Ryerson. Director of photography, George Meehan. Film editor, Charles Nelson. Art direction, Lionel Banks. Produced by B. B. Kahane.

Plot: Jane Withers, a fifteen-year old, falls for a school pal her uncle brings home. In her innocence, she takes his compliments so seriously, that she buys a backless evening gown for a party at her home, which makes her the laughing stock of all the other children. Having found another girl, the Don Juan snubs Jane causing her to suddenly realize what a fool she's been. When Jackie Cooper, her childhood pal, is in danger, Jane forgets everything in her anxiety for his safety.

Comment: Orchids to Columbia for teaming Jane Withers and Jackie Cooper in one of the most human pictures to hit the screen in a long time. It's swell family entertainment that will profit by word-of-mouth advertising; a story of the youth of today played by the youth of today. In addition to Jane's and Jackie's perfect portrayals as adolescents, good performances are turned in by Edith Fellows, William Tracy, Martha O'Driscoll and Kenneth Howell as well as Josephine Hutchinson, Una O'Connor and Addison Richards for the grownups. A great deal of credit for the picture's success is due to the excellent screenplay and the expert direction of Theodore Reed. Here's a film that has all the earmarks of a "sleeper," so get behind it with a smart campaign. Contact editors of high school and college papers for their cooperation. The title is adaptable to teaser ads. Use blowups of Jane Withers in her glamour makeup for your marquee.

Catchline: "Puppy love . . . a la glamour."

Don't Forget....
You Have a Date....
National Convention of
The Variety Clubs
of America
Traymore Hotel
Atlantic City, N. J.
May 15th, 16th & 17th

The People vs. Dr. Kildare

(Hollywood Preview)

MGM **Drama** **77 mins.**

(Prod. No. 133—Nat'l Release, May 23)

AUDIENCE SLANT: (Family) An entertaining picture that will please generally.

BOX OFFICE SLANT: Should add many new followers to this fine series.

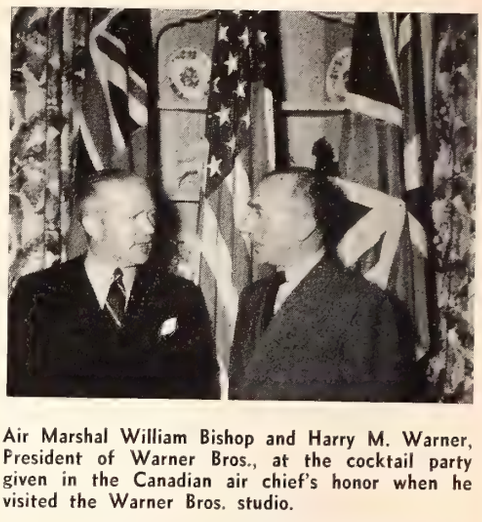
Cast: Lew Ayres, Lionel Barrymore, Laraine Day, Bonita Granville, Alma Kruger, Red Skelton, Paul Stanton, Diana Lewis, Walter Kingsford, Nell Craig, Tom Conway, Marie Blake, Eddie Acuff, George H. Reed, Chick Chandler, Frank Orth, Gladys B. Lake. **Credits:** Directed by Harold S. Bucquet. Screenplay by Willis Goldbeck and Harry Ruskin. Based on an original story by Lawrence P. Bachmann and Max Brand. Director of photography, Clyde De Vinna. Film editor, Ralph Winters. Art director, Cedric Gibbons.

Plot: Lew Ayres (Dr. Kildare) performs an emergency operation on Bonita Granville, after an automobile accident. When she fails to respond, Kildare and the hospital are sued for $100,000 for malpractice. Things straighten out however, when Lionel Barrymore (Dr. Gillespie) digs up the evidence that proves that her condition was due to a previous ailment and not because of the operation.

Comment: MGM continues to deliver the same fine entertainment in the latest of the "Dr. Kildare" series; a picture that will please generally. The series' well established following will enjoy the addition of Bonita Granville to the cast, because her work compares with the excellence of such regulars as Lew Ayres, Lionel Barrymore and Laraine Day. It is loaded with smart dialogue and amusing situations, all adding to its enjoyment. The latest screenplay is one of the best of the lot and Director Harold S. Bucquet again exhibits his gift of making his characters act as human beings—an all-around good job. The usual fine MGM production values are evident. Where the series is established, a little extra exploitation will bring in new patrons, while in other spots, this is a natural to start with. There is a good tie-up with automobile safety clubs. Contact local hospitals and arrange an advance showing for nurses and doctors, and get your local newspaper to cooperate. A display of hospital equipment in your lobby, will attract attention.

Catchline: "A humane deed that almost cost him his career."

CANADIAN HONORED



Air Marshal William Bishop and Harry M. Warner, President of Warner Bros., at the cocktail party given in the Canadian air chief's honor when he visited the Warner Bros. studio.

One Night In Lisbon

(Hollywood Preview)

Paramount **Drama** **95 mins.**

(Prod. No. Not Set—Nat'l Release, June 13)

AUDIENCE SLANT: (Adult) A perfect evening's enjoyment for adult audiences.

BOX OFFICE SLANT: Should develop into one of the hits of the season.

Cast: Madeleine Carroll, Fred MacMurray, Billie Burke, John Loder, Dame May Whitty, Patricia Morison, Akim Tamiroff, others. **Credits:** Produced and directed by Edward H. Griffith. Screenplay by Virginia Van Upp. Based on a play by John Van Druten. Director of photography, Bert Glennon.

Plot: Falling in love with Madeleine Carroll in an air-raid shelter during a London bombardment, MacMurray, aviator, courts her in his unconventional way. When she is asked to deliver an important letter to the British embassy in Lisbon, he flies her across, with German spies hot in pursuit. He prevents the spies from harming her, gets her to say "yes" after her mission has been carried out.

Comment: Having all the ingredients for mass appeal, this comedy should develop into one of the hits of the current season. The same combination of producer-director, writer and stars responsible for "Cafe Society," "Honeymoon in Bali" and "Virginia," again prove their versatility and top their previous record. Despite the fact that the story is laid first in bomb-struck London and later in Lisbon, and contains plenty of "Help for Britain" in its dialogue, these backgrounds do not distract from its entertainment value. Everything is done in the lightest vein, mostly farce, and the results obtained make for perfect enjoyment. Fred MacMurray and Madeleine Carroll are ideal in their roles. Supporting players who stand out are Billie Burke, John Loder, Patricia Morison and Dame May Whitty. Virginia Van Upp's screenplay and production and direction by Edward H. Griffith are excellent. The picture contains many highlights, the best being the singing of "There'll Always Be An England" in the cellar night-club during an air raid. Give it a big campaign,

(*Continued on Page* 20)

Ticket Service!
Headquarters for machine and roll
MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 800, 723 7th Ave., N. Y. C. BRyant 9-7532



LUBITSCH MADE THE *CRITICS* ROLL ON THE FLOOR AND NOW THEY'VE BOWLED *HIM* OVER WITH RAVES

that send his latest hit into a

SECOND SMASH WEEK at RADIO CITY MUSIC HALL!

"The audience loves it. And that's all there is to it! A dressy, quipful comedy to which Lubitsch lends his deft touch." —*New York Evening Post*

"Mr. Lubitsch provides the light touch for which he is famous. Its entertainment value, as an example of the perfection with which light comedy can be handled, is beyond question. The three stars play skillfully." —*New York Herald-Tribune*

"Delightful. Delicious nonsense that keeps a huge audience laughing continually. Everyone, especially Mr. Lubitsch with his Lubitsch touches, has made the most of 'That Uncertain Feeling.'" —*New York Evening Sun*

"Jill is played by Merle Oberon who is a sight for sore eyes and a competent actress; the husband is expertly portrayed by Melvyn Douglas and Alan Mowbray is good as the psychoanalyst. But the real joy of the film is Burgess Meredith who appears as the erratic genius. He's tremendous." —*New York World-Telegram*

"Diverting comedy adroitly played. The direction is accomplished with a light Lubitschian touch that makes it a highly amusing and original screenplay." —*New York Daily News*



with the Lubitsch Touch
. . . . A HOLD-OVER IS ALWAYS A PUSH-OVER!

SOL LESSER presents

Merle OBERON Melvyn DOUGLAS

in Ernst Lubitsch's

THAT UNCERTAIN FEELING

with BURGESS MEREDITH

and ALAN MOWBRAY · HARRY DAVENPORT · EVE ARDEN · SIG RUMANN

Produced and directed by ERNST LUBITSCH

Screenplay by Donald Ogden Stewart · Adaptation by Walter Reisch

Released thru UNITED ARTISTS

Program Exchange

Spring Fever Nearly Causes Ye Ed to Forget His Duties; Narberth's Program Compact

THE weather has been so balmy these past few days that for a while we were on the verge of omitting this page for at least one week so that we could succumb to our attack of spring fever. We talked it over with the boss, but his eloquent plea made us change our mind.

"It's perfectly all right with me," he said, "but put yourself in a Program Exchange member's place for a minute. It is the day for STR to arrive. You smile with eager anticipation as the postman nears the theatre. By the time he hands you your copy you're beside yourself with joy. Instantly you tear off the wrapper, excitedly thumb through the pages. The Program Exchange isn't there. Oh well, you must have skipped it. So, a little more carefully, you repeat the process, but it still isn't there. In utter despair you settle down in your chair. You sit there for a while, completely oblivious of everything about you. Finally, you leave the theatre in a dazed condition and walk, walk, walk. Eventually you return, decide reluctantly that you will wait until the next issue, then mark the date on your calendar. During that week of waiting you are a nervous wreck. Finally, an examination by the doctor reveals that you must take a rest in a sanitarium. And the cause of all the trouble would be the fact that the Program Exchange page was missing. My boy, you can't do it! They're depending on you."

As we brushed aside a tear, we raised our head proudly, walked over to the window where the balmy spring breezes gently caressed our brow, defiantly uttered a "razzberry" at the soothing elements, determinedly marched to our desk, sat down at our typewriter, and here we are.

Member Added This Week

Jack Paden, Narberth Theatre, Narberth, Pa.

We have had a communication from Harold Call, who publishes the The Theatre News for the Missouri, Hall and Varsity theatres in Columbia, Missouri, wanting to know if Bill Justice still puts out Cinemag down in Paragould, Ark. Well, Harold, if you've been following this department, you've surely learned by this time that Bill's in the movies now as a contract player at Warner Brothers. As for Cinemag, it still comes out every week, as fresh and lively as ever.

Down in Benton, Ky., Shelby McCallum has revised the makeup of his program for the Benton Theatre. It used to look like a handbill; now it looks like a program, is easier to handle and easier to read.

To emphasize the Lyric's bargain days, W. S. Samuel of Port Neches, Texas, uses this effective lead-off line on his herald: "Sure you know that the Spanish American War was fought between Spain and America; that the War of 1812 was fought in 1812; that the 100 years war took 100 years to finish; that the Battle of Gettysburg was fought in Gettysburg. But do you know that Thursday and Friday are bargain days at the Lyric?" There are many ways in which other showmen could use this line.

In applying for membership to the Program Exchange, Manager Jack Paden of the Narberth Theatre, Narberth, Pa., sends us a copy of his program together with a letter in which he points out that 'in planning our programs we strive to achieve simplicity and compactness. We feel that a patron is more likely to put a program in his or her pocket or purse if the program be comparatively small."

A Distinguished Program

Well, besides being simple and compact, Paden's program is also distinguished. Printed on pink card stock, it measures 2¼ in. by 5½ in. when folded. On the front in the upper left-hand corner is the name of the theatre, set up vertically, with the word "theatre" horizontally set below it. The copy inside is printed entirely in lower case; there are no capitals whatsoever. With each playdate, the time of shows is given. On the back, also in lower case type, is this maxim: "Show business is the happiest business in the world . . . because it's a business of making friends."

There are many situations in which a program of this type would be ideal. If your theatre is in a neighborhood of fairly intellectual moviegoers, if you want a neat little publication that will immediately set your theatre apart from the "blood-and-thunder shooting galleries," then this is your program.

Will Briemann has made a mailing card of his program for the Ambassador, Gwynn and Forest theatres of Baltimore, Md.

J. R. Wills writes us from Socorro, N. M., that he's still plugging away down there but that he hasn't been receiving any programs from other members. So we're going to pick out a few at random and invite them to send their programs to J.R. If you're one of them, you've probably heard from us by this time. This exchanging idea is good, J.R. contends, "for the simple reason that we can't ALL be original and the public DOES appreciate something new from the theatre from time to time." If any members have been sending programs to Wills at Eaton, Colorado, please change his address on your mailing list to the Loma Theatre, Socorro, N. M.

A large study of Bette Davis adorns the front page of Movie Guide this week. The contents are exceedingly interesting and readable, which is probably the reason the program is so much in demand at all Shea theatres in Western New York.

We want to thank Walter Morris of the Tower Theatre, Santa Rosa, Calif., for a recent copy of his program. We still like his slogan: "They're always first-run until you've seen them."

Chris Christos of the Lincoln Theatre, Chicago, used a couple of selling mediums, recently that are worth special mention. On behalf of "Kitty Foyle" and in keeping with the Easter season, he had miniature Western Union telegrams made up in which he extended Easter greetings to his patrons and invited them to see the big Easter program at the Lincoln. The message, though small, was easy to read, and fit snugly into a tiny envelope.

Message on Vitamins

On the cover of his program, he used a message on "Vitamins." It went like this:

"The Government, realizing that these troublesome days of war and chaos in other parts of the world are preying on the minds of the public, has recommended to the bakers of the nation the use of flour containing Vitamin B¹ to soothe 'jittery' nerves.

"We recommend Movie Vitamins. These vitamins contain . . . glorious music . . . the best stories . . . and side-splitting comedies, whirling you from tears to laughter, from breath-taking action to the calm of the setting sun. When taken in regular doses, Movie Vitamins bring on relaxation and chase away all fears and worries.

"May we also recommend that you purchase these vitamins at the Lincoln Theatre where they are always on sale at bargain prices."

Well, that just about takes care of everything this week. And no matter how tempting the lovely spring weather becomes, we shall ignore it and return to you on this page next week.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

A Good Theatre

A good theatre is something more than a playhouse where good pictures are exhibited. It is a place where good people go to have a good time together. It is a business institution with a good influence upon the community, serving a good purpose by making a good time possible at a moderate price.

Good equipment, good entertainment and good intentions are essential to the maintenance of the Paramount Theatre. Good attendance is just one of the rewards. Good friends is a more important one.

--Your Application Blank--

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....



3 'Warner Follies' Performers

Dedicated to John J. Payette, general zone manager, a "Warner Follies" amateur show in which employes of Warner Bros. Theatres participated, was presented recently at the Earle Theatre in Washington. Shown above are three of the performers (l. to r.) Lillian Gibbons, Ernest Wells and Mrs. Charlotte Birge.

IN New York newspapers last week readers were confronted with a series of small one-column, one-inch ads with this copy: "'A Woman's Face'—1941's Most Important Motion Picture." These reverse slugs, it was later learned, were to appear in the news, sports, food, literary and woman's sections as well as on the film pages until the picture's opening at the Capitol.

Conceived by Howard Dietz, executive in charge of promotion for MGM, the campaign is said to be the first of its kind ever used in motion picture advertising history.

While we are not concerned here with entertainment merits, credence must be given to the reports syndicated by columnists, following the picture's sneak preview on the coast, to the effect that it "is Joan Crawford's greatest personal triumph." The word seems to be getting around that "A Woman's Face" is an outstanding motion picture.

In view of this advance acclaim, it is only logical that showmen should begin making preparations toward an all-out campaign to put the picture over in their communities. From this Showmanalysis can be gleaned ideas and suggestions to that end. Used in conjunction with the press book, plus the ingenuity of the individual theatreman, it should effect the sort of campaign that will reach every man and woman.



You Won't Lose Face With Your Patrons If You Exploit This Film With These Ideas

TEASER CAMPAIGN

Such lines as "An X-Ray of a Woman's Heart," "Her Mirror Whispered 'Lovely' . . . but her heart cried 'Shady Lady'!," can be used to advantage in advance teaser ads. In your press book you'll find more. It would be wise to start using the "1941's most important motion picture" line in your very first teaser and include it in every ad until the campaign is completed.

Screenplay by Donald Ogden Stewart and Elliot Paul. Directed by George Cukor. Producer, Victor Saville.

Although we have not been able to see the posters on "A Woman's Face," we can safely assume that one of the illustrative elements of the six- or 24-sheet is Joan Crawford pulling her hat brim over her right eye. Such an illustration is present in nearly all the ads. At any rate, perhaps it could be cut from one of the posters and mounted on compoboard. Your house artist could then build a large shadow box, with an opening in the shape of this "face" in front. To the face would be fastened hinges, so that it would swing back and forth. With the interrogatory catchline, "What Lies Behind 'A Woman's Face?'," appearing across the top of the display, patrons could open the "door," or it could be done by an attendant, and see a number of stills, each two or three of them being captioned "Romance," "Heartbreak," "Loneliness," "Drama," etc.

Blowups of Joan's face, over which the "What Lies Behind . . ." copy is imprinted, could be printed on tack cards to be placed in windows and in other available spots throughout the city and outlying territory. A few days before the opening, these cards could be replaced by the regular window cards.

MERCHANT TIEUPS

If you want to promote a cooperative page, order mat No. 955-EA from your MGM exchange. To see what it looks like, find it in the exploitation section of the press book. There are ad spaces for tieups on hats and veils, beauty salons, eye beauty aids, earrings and costume jewelry, coiffures, perfumes, beautifying preparations, etc. In other words, "A Woman's Face" is a "natural" for cooperative ads and window displays, so if you're enterprising enough, you'll not only put over the co-op page, but you'll also order all the tie-up stills which are certain to be available and place them in windows, along with special displays, throughout the business section.

RADIO PLUGS

Many radio programs these days are sponsored by beauty aid manufacturers. Perhaps, over your local station, mention of the picture could be made in conjunction with these beauty plugs.

For other announcements, dramatic catchlines from the press book could be used. A woman announcer, for example, could take the part of the picture's heroine and plug it in this manner: "They call me an adventuress, a blackmailer, a tigress killer, whereas I'm just a lovely lady with a lonely heart. They can't see what's behind my face because men—the fools—think beauty is skin deep. Well it isn't! It's heart deep! But I can't say any more now." This spiel could be followed by the regular announcer's plug urging listeners to be sure to see "A Woman's Face."

NEWSPAPER COOPERATION

The cooperation of your local newspaper should be a vital part of your campaign, because all the publicity you can promote in the way of art, special stories, contests, etc., will work toward your benefit at the box office.

Because a complete press book was unavailable at the time this Showmanalysis was prepared for publication, we do not know whether some of the suggestions to be made here are contained in it or not. However, here they are:

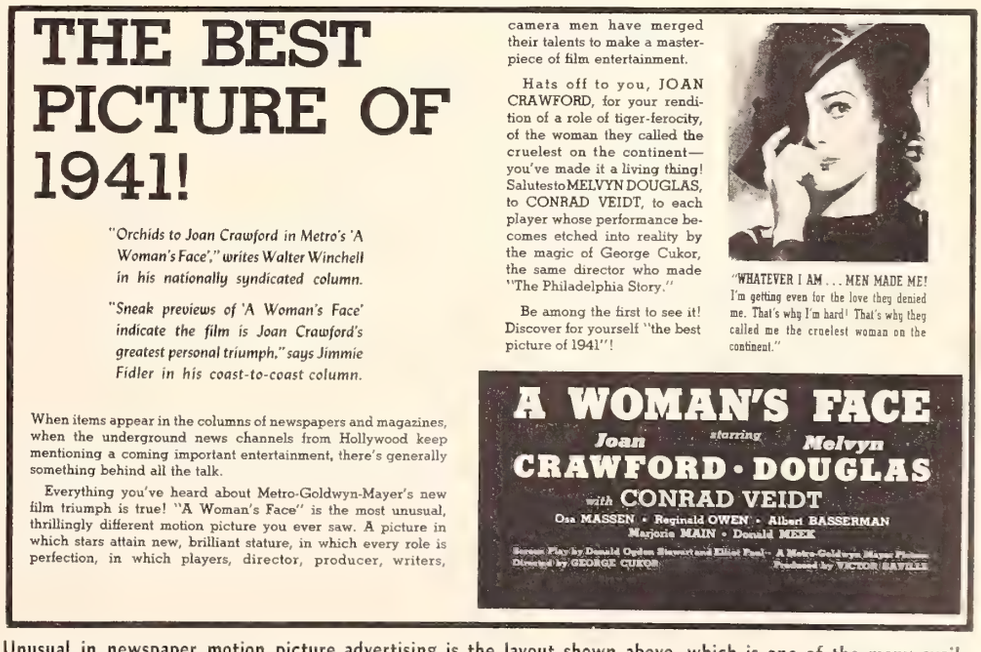
1—Arrange a drawing contest in which only the hair of Joan's head and an outline of her face appear, with amateur artists being required to fill in the face with the expression they believe best typifies the star.

2—Get the women of your town to write a letter of 50 words or less in which they answer the question, "If beauty isn't skin deep, why?"

3—To men could be directed the question, "If a woman had all the attributes you admired, yet her beauty was marred by a horrible scar, would you marry her?" Incidentally, this question and the one above could easily be used by the "Agony Column" editor for discussions among her readers.

FRONT AND MARQUEE

A blowup of the "face" mentioned in earlier paragraphs should be the keynote of your front and marquee displays. There are many dramatic moments in the film, so use all the stills which reveal them. Plentiful, too, are provocative catchlines which should be in evidence.



Unusual in newspaper motion picture advertising is the layout shown above, which is one of the many available from your MGM exchange. If you want an out-of-the-ordinary ad, we suggest you consider this one seriously. You can sign your name, if you wish, and you can adapt the ad to fit a two-column layout.

An SRB Showmanalysis (REG. U. S. PAT. OFF.)

New Displays in Palace Lobby for 'Kane' Showing Employ Third-Dimensional Effect

A new type of lobby display, utilizing fluorescent lighting to produce a shadow-box effect and only recently perfected by National Screen Accessories, Inc., made its bow at the RKO Palace Theatre, New York, in connection with the two-a-day presentation of "Citizen Kane."

The illuminated displays have a three-dimensional effect by the use of cut-out letters or figures. Application of a specially designed lighting plan produces the effect of depth as well as gives wide range of color arrangement.

The displays have been patented and cannot be copied. Not yet officially named, the equipment can be made to fit any size frame or shadow-box and can be made up in standard sizes, odd sizes; as banners, standees, set-pieces, outside entrance displays, in any size that can be used in a theatre. Existing shadow-box or flat frame installations can be converted into the new display at small cost, it is said.

The equipment is to be sold on National Screen's full lobby service, partial lobby service, or any part thereof, the company announces. It is further pointed out that the cost of lighting is very low. The company states that tests show a 40 x 60 frame in ordinary displays requires approximately 600 incandescent watts for full lighting, whereas the new device in the same sizes requires at most 60 fluorescent watts for even greater briliance of illumination.

The development is the result of two years of experimentation in National Screen Accessories factory unit, the American Display Corporation. The designers sought to produce a display giving the effect of costly individually built installations in a form adaptable to all-purpose theatre application. The displays have thus been developed to serve on lobby walls, outside standards, set-pieces or a balcony or in the lobby itself in banner form in any size or arrangement.

Open Letter to:

W. T. "Bill" Duggan
The Florida and Lyric Theatres
Gainesville, Fla.

Dear Bill:

You can bet all the spuds in the company storehouse that STR will be sent regularly to the post at which you will be stationed after you enter the U. S. Army in June. And we'll ask you to remember to use the old army method of telling us straight if there's any delay in the paper reaching you. There'll be no red tape—but action.



W. T. "BILL" DUGGAN

You've told us you have been reading SHOWMEN's for the past two years and from it have learned many things that have been beneficial to you in your chosen career. Well, we'll keep on keeping the paper to its job of posting you on what's new in showmanship, so that you will be going on learning more things about up-to-the-minute theatre operation.

We were not a bit surprised when the judges in our Short Subjects Contest picked you to be among the winners—and winning in that competition with the livest showmen, young and veteran, the country over, is no small distinction, Bill.

While we'll be missing you from this grand business of ours (and we'll bet the Sparks outfit also will miss your intelligent and capable services), we're glad that it is your kind of chap who is making up this swell army the U. S. is building on a long-range basis of giving fine training to fine personnel.

You notice that every expert has said right out that the files they've seen on parade and at maneuvers around the country are the very cream of the male crop; make up what is, in the expert soldier's estimate, the finest army in the making the world has ever seen.

So you will be learning things about self-discipline and discipline of others and that will be coming in right handy when you return to your "chosen career," the motion picture theatre. You'll sure be welcome back.

Good luck to you, Bill.

The Showman.

Money Dates

JUNE

8th

FIRST CONSERVATION COMMISSION, created by Theodore Roosevelt in 1908. This provides a good build-up for animal shorts. Tie up with local Sportsmen's Associations.

CHILDREN'S DAY. Celebrated in Churches. Sponsored by the Board of Domestic Missions, 25 East 22nd St., New York City. Give a children's party in the late afternoon, complete with ice cream cones, toys and all the trimmings.

10th

NATIONAL FLOWER SHUT-IN DAY. Sponsored by the Florists' Telegraph Delivery Association of Detroit. Offer free admission at matinees to those who bring a stipulated amount of flowers to the local hospitals and institutions. It's a great way to earn good will.

14th

FLAG DAY. Have Old Glory waving all around the theatre. A short like "The Flag Speaks" or "Old Glory" would be especially appropriate for this occasion. Have the audience sing The Star Spangled Banner at each show.

CHILDREN'S DAY—for commercial purposes. This is the day for cooperative ads by the stores, with the theatres playing a big part.

RKO and Loew's Get Mayor's Support for "Land of Liberty"

Two theatre circuits opened the same feature in New York City this week. The picture is the industry-sponsored "Land of Liberty," which is booked into 78 Loew and RKO theatres in the metropolitan area from May 5th to May 21st.

A large-scale publicity and exploitation campaign is behind the dual circuit engagement. Mayor LaGuardia launched the campaign last Saturday by issuing the following special message to citizens of New York:

"Beginning May 6th, there will be showings in New York City of the moving picture 'Land of Liberty' which represents a non-commercial and co-operative effort on the part of the major motion picture companies to combine in one film a pictorial cavalcade of the history of the United States."

The Box Office Slant

One Night in Lisbon

(*Continued from Page* 16)

stressing the romantic and adventure angles. Recordings of "There'll Always Be An England" could be used in the lobby and on a sound truck.

Catchline: "A love that kindled in a bomb shelter—and kept on burning."

I'll Wait For You

MGM **Drama** **73 mins.**

(Prod. No. 135—Nat'l Release, May 16)

AUDIENCE SLANT: (Family) Fair remake of "Hideout," but a trifle slow.

BOX OFFICE SLANT: Lack of names makes it dual bill material.

Cast: Robert Sterling, Marsha Hunt, Virginia Weidler, Paul Kelly, Fay Holden, Henry Travers, Don Costello, Carol Hughes, Reed Hadley, Ben Weldon, Theodor von Eltz, Leon Belasco, Mitchell Lewis, Joe Yule, Eddie Hart, Jerry Jerome, Steve Darrell, William Tannen, Wheeler Oakman, Charles Judels, others. **Credits:** Directed by Robert B. Sinclair. Produced by Edwin Knopf. Screenplay by Guy Trosper, based on a story by Mauri Grashin. Film editor, Elmo Veron.

Plot: Robert Sterling, head lieutenant for a city racketeer, who is closely pursued by Paul Kelly, detective lieutenant, finds he has to flee to a hideout. Hit in the shoulder, he passes out en route. He is taken to the farm owned by Henry Travers. A romance develops between Sterling and Marsha Hunt, Travers' oldest daughter. When Kelly catches up with him, Sterling asks that he keep from the family who he really is. Finally, he tells Marsha, and she agrees to wait until his term is over.

Comment: This is a modernized remake of "Hideout," made in 1934. The story is too thin for its present length and accordingly it has too many slow moments. As a result its best spot will have to be that of a supporting feature. Some audiences will criticize the over-ignorance which the hero shows over the farm animals, as well as a few of the other situations. The wide variety of pets owned by the younger sister, played by Virginia Weidler, might prove the inspiration for a children's pet contest.

Catchline: "A big time wise guy learns what really matters."



"It's Hokey—But It's Hot"

When Manager Dave Martin of the Granada Theatre, Inglewood, Calif., and his assistant, Bill Erickson, saw a one-man band performing on a nearby street corner, they collared the dusky lad and had him beat out his rhythms in the lobby, plugging songs from RKO Radio's "You'll Find Out" between numbers. A card hurriedly painted to tie up the "band" with the attraction cost 50 cents, and a good crowd gathered in the lobby.

Speaking of Operation

Ways to Stop Embezzlement

Continuing the series dealing with the practical side of theatre operation in which the manager's responsibility for preventing embezzlement is discussed and the successful methods in use by major circuits to eliminate this type of fraud is outlined in detail. Practical hints for the guidance of managers and other executives.

That money is a great temptation is axiomatic. Especially is this true of the average theatre where large sums are handled daily.

In covering the subject, we will restrict ourselves to the most salient points learned from experience and used by some of the bigger theatre chains. Bear in mind, however, that anything herein contradictory to set rules laid down by your executives should be disregarded unless it meets with both your and your bosses' approval. No uniform set of regulations is in operation because there are many different ways of setting up a system and, of course, each theatre firm has its own ideas how to protect the theatre cash. So to a great extent we will discuss only general hints concerning protection from embezzlement. It is true in most cases, however, that the theatre executives feel that the managers are more or less personally responsible for the theatre cash, and therefore offer little or no objection if he wishes to change or improve his method of guarding it.

Many Ways to Handle Problem

No uniform rules exist for the handling of this problem because, as the saying goes, "there's more than one way to skin a cat." Each company has devised its own pet plan to protect its box office receipts. We will, therefore, discuss only general principles, giving each reader ample latitude to adapt the general plan to his own peculiar problems. Circuit executives hold the manager personally responsible for the theatre's cash, and allow him plenty of elbow-room to work out the problem in his own way.

For example, some managers find it expedient to remove all box-office statements from the box office before the last entry is made. Then *they* make the last entry as the cashier is counting the cash, instead of permitting the cashier to do this. This is done on the assumption that should any irregularity be uncovered, it would be more difficult for the cashier to conceal it than if she knew exactly how much cash she should have on hand.

Refusal to guard against possible embezzlement due to inadequate allowance for human frailty has often been a source of grief to managers, even more frequently than carelessness or neglect. Remember that the average doorman, cashier and usher is quite young and that lack of supervision virtually amounts to an invitation which might launch a career of wrongdoing.

Set a Good Example

The manager should always set a good example in passing his friends or others through the door. If he permits anyone to enter the theatre without a pass, it will not be long before the doorman may conceivably relax his vigilance and allow almost anybody to enter without a ticket or pass.

It is doubtful whether any theatre employe suddenly decided to start cheating his employer. He might begin by "preserving" a few tickets, quite innocently perhaps, to impress a friend or girl that he is able to obtain admission to the theatre. If he succeeds in this, he may then begin to withhold tickets for re-sale later. A further step, of course, is to persuade the cashier to sell these tickets for him.

The first step in protection against embezzlement is to hold temptation down to a minimum by allowing as few people as possible to handle cash. Try to avoid having ushers sell exchanges to patrons when there is a difference in price between orchestra, balcony and loge seats. Some managers solve this problem by selling exchanges in their own offices, when it is feasible.

There is another form of embezzlement in the theatre, but this is practiced by the public. We will discuss this in a later article on re-admissions and refunds.

A Few Precautionary Measures

We list for your guidance a few precautionary measures which have been found useful by some of the bigger circuits. If you follow these guideposts zealously you will help to diminish the possibility of larceny in your theatre.

1—No friendships or conversation should be permitted, at any time, between the cashier and doorman.

2—Every manager should check the numbers on ticket stubs in the doorman's possession at intervals, to make certain the numbers are running in consecutive order as sold by the cashier.

3—The manager should be positive that every patron who enters the theatre receives one half of his ticket.

Vary Manager's Supper Hour

4—If possible, the manager's supper hour should vary because, if tickets are being re-sold, this probably will be done while the manager is not in the theatre.

5—Stubs in the ticket box should be examined before they are destroyed, to ascertain whether ticket numbers are in order.

6—The box office and the area about the door should be well illuminated.

7—If the doorman wears white gloves it will make it next to impossible for him to "palm" tickets.

Discourage Loitering

8—Patrons and others should be discouraged from loitering around the box office or entrance.

9—Cashiers should be instructed to leave their purses in the dressing rooms before entering the box office.

10—Loose tickets should never be sold under any circumstances by the cashier nor should they be permitted in the box office. In case of error, a refund envelope should be made out immediately and the reason for the loose ticket should be noted thereon, with the manager's okay.

11—Outside phone calls to the cashier, doorman or usher, while on duty, should be discouraged.

12—Packages and mail should be delivered to all employes through the manager's office only.

13—When there is a difference between balcony and orchestra prices, the manager should occasionally count heads and check with the box office figures. A slight difference is understandable but big deviation bears investigation.

14—Any shortage or excess in cash should be investigated and the reason thereof should be entered on the statement.

ANOTHER REPUBLIC FAN MAGAZINE AD

FORWARD MARCH with a BIG PICTURE



ATTENTION, AMERICA!... A REGIMENT of LAUGHS and MELODY is headed YOUR way in REPUBLIC'S TIMELY comedy-AND-music hit ABOUT the boys IN the Army Camps AND their girls! IT'S called "ROOKIES ON PARADE"... And ITS grand cast of FUN-MAKERS is CROWDED with stars, INCLUDING popular BOB CROSBY, lovely RUTH TERRY, sultry-singing GERTRUDE NIESEN, funny EDDIE FOY, Jr., cute MARIE WILSON, and that master of THE art of double-talk, TONGUE-twisting CLIFF NAZARRO... With a CAST like that—with song hits GALORE—with two grand YOUTHFUL romances—and with



ELABORATE settings and SPECTACLE—"ROOKIES ON PARADE" is a blitzkrieg of ENTERTAINMENT! So join the PARADE! Get the beat of its SONG hits! Get hep to its DANCE steps! And forward MARCH—to fun!... with "ROOKIES ON PARADE"... It's

A REPUBLIC PICTURE

Tent No. 6—Cleveland

(Continued from Page 12)

leave Cleveland on May 14th by private car. In Pittsburgh they will meet the train which will carry the Dallas, St. Louis, Indianapolis, Columbus and Cincinnati Barkers, and will arrive in Atlantic City on May 15th at 9:00 o'clock, Eastern Standard Time.

Tent No. 12—Minneapolis

Many Visitors at Clubrooms; Grand Ball Set for Saturday; Club Hopes to Distribute 125,000 Quarts of Milk

Among the visitors to the clubrooms the past week were Wayne King, noted orchestra leader, and Charmaine, stage star. The former was playing at the Orpheum and the latter at the Alvin. Both were impressed by the beauty of the quarters and spoke in glowing terms of members' hospitality. Other drop-ins included Jack Flynn, Rud Lohrenz and Peck Gommersal, M-G-M, Warner Brothers and Universal district managers, respectively, who were in town on business.

George Kelly, the club's waiter, is in the hospital receiving treatment for a kidney ailment.

Big days are immediately ahead for club members. Next Saturday night, May 10, is the season's main social event, the grand ball and dinner dance, at the Hotel Nicollet. Tickets are $5 per person and the sale is very large. A 30-piece orchestra will provide the music and an elaborate midnight supper will be served. Profits will go to the Milk Fund, the club's principal charity project.

Chief Barker Ben Blotcky has pointed out that the club last year paid for about 80,000 quarts of milk and this year, in the first three months, already distributed 28,000 quarts. He predicts the club will be on a 125,000-quart distribution basis.

It's now hoped that the Twin City Variety Club delegation to the annual convention in Atlantic City next week will number 25. The boys are all steamed up over this event and as many of them as are able to get away will attend.

Tent No. 18—Dayton

Harry Condron Host to All Barkers; Ev Bennett Returns to Town; Fred Represents Tent at Kentucky Derby

Bill Bickford had his picture in the paper last week for being one of the first Daytonians to purchase Uncle Sam's new defense bonds.

Harry Condron was host to all the barkers of Tent 18 at a steak dinner Monday night at his new "2800 Club." The day featured a "triple header." The other two parties were a dance revue by Al Harper's pupils for the wives and the usual Monday night theatre party for the cast of "Maid 'n America."

Ev Bennett has returned to Dayton several times since becoming manager of the Norwood Theatre, Cincinnati. Herb Byrd and Bill Clegg have returned from a fishing trip to Michigan. Sylvan Fred represented Tent 18 at the Kentucky Derby.

Tent No. 21—Atlanta

80 Barkers Set for Convention Trip; Ballance Becomes a Father; Para. Salesmen Hosts at Clubroom Party

Atlantic City here we come! Eighty strong at the last count with the possibility that the number will be increased to 85 by the time our Variety Special pulls out at 1 p.m., on Wednesday May 14th. So Mr. National Chief Barker dust off the attendance trophy and get 'er ready for a trip to the Southland.

Assistant Chief Barker Harry Ballance who is a one-man "On To Atlantic City" committee, and who has been working day and night to see that everything goes right on the big trip, took time out the other day to become the poppa of a bouncing and beautiful baby girl. Incidentally Barker Ballance was in charge of the Dallas trip last year which should be added encouragement to those Barkers making their first convention trip this year, but who have been ever envious of the 64 who made the Texas journey in 1940. Johnny Rice, popular club steward, says that he would like to go to Atlantic City but the stork seems to be hovering close to his home, and he wants to be on hand for the big event.

Paramount salesmen from the southern territory had a party in the club rooms the other day.

Barker Arthur Lucas who heads the "Heart of Variety" committee was host to a group of friends at the H. V. Kaltenborn lecture held in the city auditorium and sponsored by the Lions Club.

Tent No. 17—Dallas



At Dallas Luncheon

R. J. O'Donnell, General Manager of the Interstate Circuit; Stanton Griffis, Chairman of the Executive Committee of Paramount, and William F. Rodgers, General Sales Manager of MGM, at a recent luncheon of the Dallas Variety Club.

Tent No.22—Oklahoma City

Clubrooms Remodeled; First Affair Is Buffet Supper-Dance; Falls and Akers Convention Delegates

The recently remodeled clubrooms—adding to attractiveness as well as spaciousness—are the scene of renewed activities by Oklahoma City's barkers in the social events of the film fraternity here. The new rooms were "unveiled" at a buffet supper and dance.

Horace Falls and C. B. "Brownie" Akers will be seen at the National Convention at Atlantic City, having been chosen delegates to represent Tent No. 22.

(Ed. Note—By way of clarifying a report in these columns, issue of April 19, we wish to amplify the story concerning Chief Barker L. C. Griffith's attendance at a funeral at which he acted as pallbearer. The funeral was that of Mr. Griffith's Masonic brother, Stacy W. Hickox, for several years custodian for India Temple, the local Shrine, in which Mr. Griffith has taken an active part for some time. Mr. Hickox was not a relative of Mr. Griffith.)

THE BIG PARADE OF CHIEF BARKERS

Chief Barkers of ALL Variety Club Tents will be seen, via their latest pictures, in STR next week. Look for them in your copy of SHOWMEN'S Next Week.

Tent No. 24—Charlotte

Professor Quiz a Visitor; Al Burks Entertains Ann Sothern in Charleston; Testimonial for Bob Ingraham; Charity Show Nets More Than $2,500

Entertaining seemed to be the order of the week in Tent No. 24. First on the program was a visit from Prof. Quiz, Mrs. Quiz, and his entire radio troupe. On his arrival in Charlotte his first stop was the club rooms. He was so impressed and delighted with them he turned down several invitations which had been arranged in advance, and threw a real party for the boys after his broadcast which was done from the local station. Prof. Quiz is not only a genius on the air, but is one of the finest amateur magicians in the country, using his black art to hold the Barkers spellbound until the small hours of the morning.

Barker Al Burks spent several days in Charleston, S. C., entertaining Miss Ann Sothern, M-G-M star, who visited the old southern city as part of her eastern vacation. Miss Sothern flew down from New York and departed by plane for the West Coast, to start a new picture. During her stay in Charleston Miss Sothern visited all the famous gardens in and around the city, as well as the historical places of interest. Barker Morris Legendre of Sommerville, gave a luncheon for the star on his brother Sidney's Medway Plantation, the oldest in the United States, having received the land grant in 1658. She was thrilled with her stay at the plantation.

Barker Benn Rosenwald also entertained Barker Rudolph Berger, from the Washington Tent. In addition to spending some time in the club rooms, Berger, who is the M-G-M district manager for the territory, accompanied Rosenwald on a lengthy trip through the eastern section of North Carolina, and returned to Washington Saturday.

The boys will give a testimonial party for Barker Bob Ingraham, who has been transferred to the managership of the Columbia office in Atlanta. Bob will be greatly missed around the club rooms, but everyone is greatly pleased with his well deserved promotion.

At a final meeting held Saturday afternoon, on the Charity Show to be held at the Dilworth theatre in Charlotte May 9, it was announced that more than $2500 net would be realized, according to the sale of tickets to date, and the pledges made by the barkers for the remaining period. The teams' standing on ticket sales remain the same as announced last week, with Olin Mock's team still in the lead, a close second between Hal Keeter's and Ray Ervin's gangs, and George Roscoe's bunch trailing.

Barker Scott Lett announces the following who will positively attend the Atlantic City Convention. Heck Everett, Lester Sipe, H. F. Kincey, J. H. Vickers, J. A. Bachman, F. H. Beddingfield, W. L. Parker, J. A. Prichard, Phil Longdon, Jay Schrader, H. C. Cooke, Worth Stewart, and Lett, himself. There are many others planning the trip and are trying hard to arrange their business that they may attend.

Advance Dope

THE GET-AWAY (MGM) **Gangster.** Rel. June 6. **Principals:** Robert Sterling, Donna Adams, Charles Winninger, Henry O'Neill, Dan Dailey, Jr. **Plot:** A G-man is sent to prison as a convict, to find the perpetrator of a series of daring robberies. He escapes with a "tough" prisoner, and through him finds the gang's headquarters, but not before he falls in love with the prisoner's sister. **Director,** Richard Rosson.

CYCLONE ON HORSEBACK (RKO) **Western.** Rel. June 13. **Principals:** Tim Holt, Marjorie Reynolds, Ray Whitley, Lee "Lasses" White. **Plot:** The struggle of a young contractor to complete the job of stringing telephone wires across wild country to the nearest frontier community. When he is tricked, a young cattleman steps in and carries through to success. **Director,** Edward Killy.

BARGAIN BASEMENT (MGM) **Comedy.** Rel. June 13. **Principals:** Groucho, Chico and Harpo Marx, Tony Martin, Virginia Grey, Henry Armetta. **Plot:** The Marx Bros., detectives, take over the case given them by a department store heiress and at the same time take over the store. A wild mixup ensues and the situation grows more and more complex, until someone else finally unravels the case. **Director,** Charles Riesner.

IN THE NAVY (Univ.) **Comedy-with-Music.** Rel. May 30. **Principals:** Bud Abbott, Lou Costello, Dick Powell, Andrews Sisters, Claire Dodd, Dick Foran. **Plot:** Abbott & Costello, electrician's mate and pastry cook on Uncle Sam's battleship Alabama, try to help a famous radio singer, who had secretly enlisted in the Navy, avoid the clutches of a female newshound. **Director,** Arthur Lubin.

SCATTERGOOD PULLS THE STRINGS (RKO) **Drama.** Rel. May 23. **Principals:** Guy Kibbee, Bobs Watson, Susan Peters, James Corner, Emma Dunn. **Plot:** Scattergood helps a boy wanderer find his daddy, who had been imprisoned for killing a man in self-defense. He obtains a full pardon for the father and then finds him a job. **Director,** Christy Cabanne.

SILVER STALLION (Mono.) **Drama.** Rel. not set. **Principals:** David Sharpe, LeRoy Mason, Chief Thundercloud, Thunder, the horse. **Plot:** Watching Thunder, his horse, fight and kill for the love of his family makes a horse thief realize he has been on the wrong trail and sets him on the right road to peace and happiness with his own love. **Producer-Director,** Edward Finney.

BARNACLE BILL (MGM) **Comedy-Drama.** Rel. not set. **Principals:** Wallace Beery, Marjorie Main, Leo Carrillo, Virginia Weidler, Donald Meek. **Plot:** To avoid honest labor Wallace Beery and his stooge-accomplice try selling stolen boat gear. He is caught red-handed and forced to flee in his fishing boat to San Pedro. There Marjorie Main, an old sweety and Virginia Weidler, his own daughter, succeed in reforming him. **Director,** Richard Thorpe.

Chain Talk Builds Up Picture

A chain talk build-up was used to publicize "Honeymoon for Three," by Manager T. Turrell of Warner's Beverly Theatre, Chicago. Each usher was instructed to tell five of his acquaintances about the picture and the latter were requested to inform three of their friends. Turrell says that countless numbers of prospective patrons learned about the picture and playdates through this streamlined version of the "word-of-mouth" advertising method.

Meet Your Exchangemen

Louis E. Hanna (Republic)



Louis E. Hanna was born in the Golden Triangle, near the famous Fort Pitt Block House, on March 3rd, 1905. He worked first for a large grocery concern, studying decorating in his spare time. In 1922, he accepted a post with the J. G. McCrory Company as a decorator; but he had a yen for the motion picture industry, and joined Educational in 1923, remaining there until the Educational-Fox merger, when he joined the W. C. Thomas Consolidated Shipping Co. In 1936 he joined Republic in Pittsburgh in the booking department, and last January was promoted to salesman.

H. Neal East (Paramount)



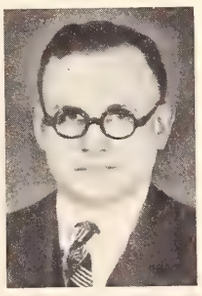
A native of Kansas, H. Neal East received his schooling in Salem, Ore., and worked in local theatres after school hours. Later he operated theatres of his own and was also vice-president of Service Film & Supply Co. at Portland. He joined Paramount at the Portland exchange as a salesman in October, 1921, and two-and-a-half years later was promoted to branch manager. In March, 1928, he was transferred to Seattle, remaining there ten years. He is now manager in San Francisco.

Harry J. Shumow (MGM)



Harry has a 20-year record in the industry, starting with Robertson-Cole in 1921 as a booker. In six months he was a salesman and in 1923, he left to join Selznick as assistant manager in Milwaukee. A few months later he rejoined Robertson - Cole, then FBO as a salesman. He joined MGM in the same capacity in 1925. After eight years in that post, he was promoted to branch manager in Omaha.

Luke Conner (Warner Bros.)



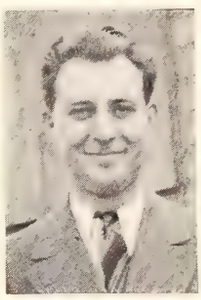
A southern gent with a lazy "hush-mah-mouth" kind of speech—packed with sales punch—is Warners' New Orleans branch chief, Luke Conner. He tossed up a career as an attorney to become a booker with First National in 1919, and many stories are told of how his expert legal knowledge could knock many an exhib into a tailspin. In 1931 he became branch head, but left WB two years later to take the same job with Universal where he remained until 1935 when he took over at Warners again.

Lawrence E. Kennedy (Co



Larry's career in the motion picture business began when he joined Pathe in 1916 as salesman in the Arizona territory. He was soon promoted to branch manager. He resigned to join the Navy during the World War. Returning from service he became branch manager for Associated Exhibitors in Los Angeles, then for Pathe in San Francisco to 1928. He joined ERPI and was Pacific Northwest and Intermountain area district salesman until the sales force was dissolved. In April, 1939 he joined Columbia's Salt Lake City branch as salesman. He has just been transferred to Los Angeles.

Irving M. Marks (Columbia)



Irving was born on February 7, 1912 in Minneapolis. After graduating from North High School in 1928, he was employed by Columbia as poster clerk and was promoted to the booking department in 1932. In October 1936 he was promoted to salesman traveling in the North Dakota territory and he is still selling them there Winter and Summer. He is known for his tall tales of Dakota winters.

Louis Fink (RKO-Radio)



Lou owned and operated a theatre in Brooklyn as far back as 1910. In 1912, he organized and operated a printing plant catering to the industry, specializing in press books, heralds, trade paper inserts, etc. Among his clients were Famous Players, World Wide, Warner Bros., Selznick, Pathe, First National and Paramount. In 1918, he again entered the theatre business acquiring five theatres in New York. He gave up the last in 1936, moving to Los Angeles where he has lived since. He has been an RKO salesman there for the past two years.

Ray Wylie (UA)



Ray joined the United Artists staff in the St. Louis branch in 1933, after having spent his life as an actor on the Keith and Orpheum Circuits as well as with various shows. Among the more familiar places in which he was an entertainer are Rectors, Churchills, Reisenweber's, Maxim's, and places of similar nature throughout the country. He says his stage experience comes in handy in his present job of St. Louis salesman.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

"Down Mexico Way," forthcoming Gene Autry starrer, has been set for a May 15 start, at which time the popular western star will return from a record breaking rodeo tour. In addition to Smiley Burnette, Gene's comic side-kick, Republic is lining up an all-star supporting cast for the picture.

James Craig has been assigned one of the top roles in RKO's "Valley of the Sun," which George Marshall will direct. Craig is currently working in "The Devil and Daniel Webster," and was seen recently in "Kitty Foyle."

Margaret Hayes, red headed actress whom Paramount has been grooming for the past year, received the assignment to play the second feminine lead in "Sullivan's Travels," Preston Sturges' next picture. The cast is headed by Joel McCrea and Veronica Lake. Paul Jones is the associate producer.

Arthur Schwartz has turned in the title song of "Navy Blues" to Warner Bros. It is the first of the six he will do for the filmusical featuring Ann Sheridan, Jack Oakie, Martha Raye, Jack Haley and Jack Carson.

Barbara Britton draws the feminine lead in "Secret of the Wastelands," newest feature in the Hopalong Cassidy series starring William Boyd.

Russell Hicks joins the cast of "The Little Foxes," Bette Davis starrer which William Wyler is directing for Samuel Goldwyn. Hicks is the third player from films to join the cast, all the rest being from the stage play.

Johnny Downs, Jane Frazee, Leon Errol and The Merry Macs head the players in Universal's "Moonlight in Hawaii," currently before the cameras under the direction of Charles Lamont.



Who Said Sucker?

Peggy Moran and Tom Brown, romantic leads in Universal's "Hello, Sucker," Universal comedy starring Hugh Herbert, dip into box of suckers kept on set by Director Eddie Cline.

Tom Brown, Marjorie Woodworth, Zasu Pitts and Slim Summerville have the top roles in Hal Roach's "Niagara Falls," first of the new streamlined features for United Artists release. Gordon Douglas will direct.

Director Henry King takes his "A Yank in the RAF" troupe over to the Lockheed aircraft plant for several days of shooting. The 20th Century-Fox feature stars Tyrone Power and Betty Grable, with John Sutton, Reginald Gardiner, Bruce Lester and Donald Stuart heading the supporting cast.

Shooting wound up this week on Monogram's "Wrangler's Roost," latest in the Range Busters series.

Katherine Craig will have the feminine lead opposite Richard Arlen in "Flying Blind," next on schedule for Bill Pine and Bill Thomas.

Having completed his role in "Unholy Partners," Clark Gable will take a two weeks' rest before reporting back to MGM for "Honky Tonk," in which he will be co-starred with Lana Turner. Jack Conway will direct.

Director Sam Wood returns from a vacation in New York this week and checks in at Warner Bros. to begin preparations for the filming of "Kings Row," with Ann Sheridan, Robert Cummings and Ronald Reagan in the principal roles. The picture was held up briefly, due to casting trouble.

Next assignment for Jack Oakie, upon completion of "Navy Blues," will be the leading role in "Song and Dance Man," a comedy musical at 20th Century-Fox.

Loretta Young arrived in Hollywood a few days ago to start work in Gregory Ratoff's "Tonight Belongs to Us," based on the book, "Ballerina," by Lady Elinor Smith. Ratoff is producing the picture for Columbia release.

Ginny Simms, who has won international fame as a vocalist with Kay Kyser's noted band, was signed by RKO to appear in additional pictures.

Acting on the recommendation of Martha Scott, Reinhold Schunzel will make extensive tests of Martin Douglas, currently appearing in the Players, Inc. production of "Love Sends a Gift," in Buffalo, N. Y. Schunzel is preparing to direct "Strange Victory" for Sol Lesser, which will star Miss Scott.

Bruce Cabot has been signed by Walter Wanger to a long term contract. First assignment under the deal will be one of the top roles in either "Sundown" or "The Eagle Squadron."



Clarence Brown-Hobbyist

Director Clarence Brown has wide interests beyond his studio activities. Among the less strenuous hobbies, he dabbles in still camera art for which he has some of the finest of photographic equipment. Here he is showing his pictures to Rosalind Russell.

Robert Sisk Joins Para. As Associate Producer

Robert Sisk, who produced "A Man to Remember," "Five Came Back" and other pictures for RKO, joins Paramount as an associate producer. Sisk, who currently is producing the Ginger Rogers' starrer, "Tom, Dick and Harry," obtained a release from his contract last week.

His first assignment will be given to him by B. G. De Sylva, Paramount executive producer, when he reports to the studio next week.

A former Baltimore newspaperman, Sisk was director of advertising and publicity for RKO before becoming a producer in 1935.

Leisen Signs New Contract

Mitchell Leisen, who directed "I Wanted Wings," "Arise My Love" and many other outstanding pictures, was signed by Paramount to a new commitment calling for him to direct two pictures annually over a two year period. The pact becomes effective following completion of "Hold Back the Dawn," now before the cameras starring Charles Boyer, Olivia de Havilland and Paulette Goddard.

Small Starts "International Lady"

With a cast headed by George Brent, Ilona Massey and Basil Rathbone, Edward Small launched "International Lady," the first of his new season's schedule for United Artists release. Tim Whelan is directing.

Ann Doran for "Criminals"

Ann Doran has been signed for the feminine lead opposite Eric Linden in "Criminals Within," which E. B. Derr will produce for Producers Releasing Corporation.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Visited with Eddie Golden on the set of "No Greater Sin," which he is currently producing as a roadshow special. Funniest part of the visit was Jeffrey Bernerd's remark that the California weather reminds him of dear old London.

Gregory Ratoff's new discovery, Elizabeth Gallagher, is receiving special instruction in movie technique for her role in "Tonight Belongs to Us." Ratoff is teaching her how to act for the cameras instead of serving a ham on rye. Miss Gallagher was formerly a "car-hop."

George Bernard Shaw scored another achievement. He stopped, in their tracks, two hundred film critics who had just seen the press preview of Gabriel Pascal's "Major Barbara," and kept them enthralled, in spite of approaching deadlines, as he spoke from the screen and delivered a characteristic Shaw speech.

According to a Paramount announcement, Bing Crosby and Bob Hope will travel to Morocco before hitting the road to Moscow.

With the start of his latest Hopalong Cassidy feature, "Secret of the Wastelands," Harry Sherman will put his new cowboy discovery, Brad King, before the cameras for the first time. If he's only half as good as he looks, Harry has a swell bet on his hands, a worthy successor to Russell Hayden.

The preview situation seems to be going from bad to worse, with most of the top newspaper and magazine columnists now catching the "sneaks" . . . and all this just because some of the producers haven't got the "guts" to keep their relatives and yes men away from a real honest-to-goodness press preview. Something should be done.

George Schaefer has ordered a face-lifting job on the RKO lot to match the drive to streamline the company's current production effort.

Garfield Gets "Nocturne" Lead

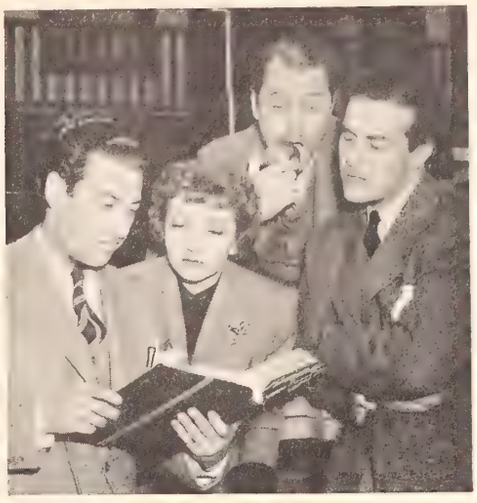
After considerable testing of Warner and off-lot players, John Garfield will play the starring male lead in "Hot Nocturne," film adaptation of the play by Edwin Gilbert dealing with the band business. Priscilla Lane will have the feminine lead.

Keaton Joins "Puddin' Head"

Buster Keaton, famous dead-pan comic, joined the cast of Republic's "Puddin' Head," Judy Canova starrer which Joseph Santley is directing. Also signed were Raymond Walburn and Hugh O'Connell.

"Ellery Queen" Series to Continue

Larry Darmour signed a new deal with Frederick Dannay and Manfred B. Lee, co-authors of the Ellery Queen novels, assuring the producer of material for the four films in the detective-mystery series to be produced next season.



Outdoor Conference

Out in the sunshine at the Paramount studios, removed from the dark stage where the crew is setting up for another shot, Producer-Director Mark Sandrich leads his three stars—Claudette Colbert, Ray Milland and Brian Aherne—for a little huddle over the next scene for "Skylark."

Graham Baker Signed As Producer by RKO

Graham Baker, noted writer and production executive, has been signed by George J. Schaefer, president of RKO, to a term contract as a producer of important films at the studio. His first three pictures will be "Valley of the Sun," "Through the Thin Wall," and "Sister Carrie."

First to go before the cameras will be "Valley of the Sun," with an all-star cast headed by Dorothy Comingore and James Craig.

The deal for Baker's services will not affect the status of The Play's the Thing Corporation, headed by Gene Towne, who is currently conferring with Schaefer over casting problems in connection with the coming film, "How to Meet a Man."

Leads Set for "Havana"

Alice Faye, Don Ameche, Carmen Miranda and Cesar Romero have ben set to top the cast of William LeBaron's first 20th Century-Fox production, "Honeymoon in Havana," scheduled to start the first week in June. The picture, formerly called "Caribbean Cruise," will be photographed in Technicolor.

Taurog Returns

Norman Taurog, MGM director, has returned from a combined business and vacation trip to New York. Taurog has an extensive report to make on plays and talent he scouted while in New York and enroute to Hollywood. He will confer with MGM executives immediately concerning his next assignment.

Arnold Replaces Mitchell

Edward Arnold has been signed to replace Thomas Mitchell in one of the top roles in "The Devil and Daniel Webster," which Producer-Director William Dieterle is currently filming for RKO. Mitchell was injured recently in a fall.

Del Ruth Tests Stevens

Director Roy Del Ruth is currently working on tests of Rise Stevens, who will appear with Nelson Eddy in his first MGM assignment, "The Chocolate Soldier."

HOLLYWOOD STUDIO ROUND-UP

Studios announce thirteen new pictures have been put into production this week:

COLUMBIA

THE TEXANS RIDE—Principals: William Holden, Glenn Ford. Director, George Marshall.

METRO-GOLDWYN-MAYER

THE YEARLING—Principals: Spencer Tracy, Chill Wills, Anne Revere. Director, Victor Fleming.

SMILIN' THROUGH (Tech.)—Principals: Jeanette MacDonald, Ian Hunter, Little Jackie Horner, Brian Aherne. Director, Frank Borzage.

PARAMOUNT

SECRET OF THE WASTELANDS—Principals: William Boyd, Brad King, Andy Clyde, Barbara Britton. Director, Derwin Abrahams.

SULLIVAN'S TRAVELS—Principals: Joel McCrea, Veronica Lake, Margaret Hayes. Director, Preston Sturges.

RKO-RADIO

GAY FALCON—Principals: George Sanders, Wendy Barrie, Allen Jenkins. Director, Irving Reis.

UNEXPECTED UNCLE—Principals: Edmond O'Brien, Jane Wyatt, Ann Hunter. Director, Tay Garnett.

20TH CENTURY-FOX

PRIVATE NURSE—Principals: Brenda Joyce, Jane Darwell, Sheldon Leonard. Director, David Burton.

UNITED ARTISTS

INTERNATIONAL LADY (Small)—Principals: Ilona Massey, George Brent, Basil Rathbone. Director, Tim Whelan.

UNIVERSAL

MOONLIGHT IN HAWAII—Principals: Johnny Downs, Jane Frazee, Leon Errol, Merry Macs. Director, Charles Lamont.

RAWHIDE RANGERS—Principals: Johnny Mack Brown, Fuzzy Knight, Nell O'Day. Director, Ray Taylor.

WARNER BROTHERS

BULLETS FOR O'HARA—Principals: Joan Perry, Roger Pryor, Anthony Quinn. Director, William K. Howard.

UNIVERSITY PRODUCTIONS

NO GREATER SIN—Principals: Leon Ames, Luana Walters. Director, William Nigh.

Monogram Sets "Mr. Wise Guy"

Starting date of Monogram's "Mr. Wise Guy," featuring Leo Gorcey, Bobby Jordan and Huntz Hall, has been set for May 15 by Producer Sam Katzman.

Short Subject Reviews

Out of Darkness *(Significant)*

MGM (K-284) Passing Parade No. 4 11 mins.

When the Belgians, in 1914, found their land overrun by the Germans, only from a tiny newspaper, *La Libre Belgique,* could they actually learn what was going on in their country. Time after time this underground publication was suppressed by the Germans, its editors executed, and yet time after time it always reappeared. Finally, the German Lieutenant of Police in 1918 received a medal for a final and definite suppression of the paper, fainted when he received an envelope containing a new copy. The subject attains significance because of the fact that the Belgians are again overrun and because a report in *The New York Times* recently stated that printing of *La Libre Belgique* was being resumed. Frederick Vogeding, Egon Brecher, Wolfgang Zilzer, Lotti Palfer and Charles Wagonheim perform capably under the splendid direction of Sammy Lee. John B. Nesbitt handled the narration. Timely tieups on the "liberty of the press" should be made with newspapers, and all patriotic organizations should be contacted.

Good Time For a Dime *(Excellent)*

RKO (14,104) Disney Cartoon No. 4 8 mins.

Donald raises Ned with a Penny Arcade in this picture and the Penny Arcade and its appurtenances raise merry Ned with Donald too. Among the machines on which Donald comes to grief are the iron claw and a more or less stationary airplane. The former outwits Donald as it does all its customers, but just as he has mastered the technique and has all the prizes within his grasp, the machine makes him sneeze and he blows all the prizes back into it. The airplane causes him an equal amount of grief, all to the hilarity of any audience.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning May 10)

CAPITOL—The Goose Goes South (MGM); More Trifles of Importance (MGM) rev. 4-5-41.

CRITERION—Mat Men (RKO-Pathe) rev. 3-1-41; Polo Phoney (RKO-Radio).

GLOBE—Unusual Crafts (Col.) rev. 1-25-41; Western Wonderland (Col.) rev. 3-29-41; Crackpot Quail (Vita.).

PALACE—Publicity Sports (RKO - Pathe) rev. 4-5-41.

PARAMOUNT—The Forgotten Man (Para.); Delhi (Para.) rev. 4-5-41.

RADIO CITY MUSIC HALL — Sword Soldiers (RKO-Pathe) rev. this issue.

ROXY—A Dog's Dream (20th-Fox); Symphony in Snow (20th-Fox).

STRAND — Sockeroo (Vita.); Sail Ho! (Vita.); Goofy's Groceries (Vita.) rev. 4-5-41.

Crisis in the Atlantic *(Timely)*

RKO (13,110) March of Time No. 10 18 mins.

The Battle of the Atlantic is depicted in this subject, not so much in its terms of fighting but of danger and how the U. S. is helping and will help Britain to overcome these dangers. Also included are scenes from Greenland, the first taken since the War. Parties of Germans are depicted landing on the island, and U. S. Coast Guardsmen are also shown landing there and feeding and entertaining the natives. A hint of things to come is a scene in which American sailors announce by radio "Attention all ships! Armed raider operating latitude ..., longitude...." To this British sailors reply "Okay, U.S.A., thank you." With the convoy issue coming up in the press daily this subject should be especially timely.

Spider Returns *(Typical)*

Columbia Serial 15 Chapters

Typical of the "blood and thunder" variety of serials, with each chapter ending a seemingly impossible situation, "The Spider Returns" should prove adequate for the dyed-in-the-wool serial fans. A perusal of the synopsis in the press book reveals that at the beginning of each chapter the words "miraculously" and "luckily" are each repeated, thus giving a slight tipoff on the nature of the story. Tilting floors leading to red hot coals and converging walls, three of knives and one of flames are only some of the diabolical tortures conceived by the mysterious "Gargoyle," leader of the gang of saboteurs attempting to wreck Uncle Sam's defense factories. Warren Hull, Mary Ainslee, Dave O'Brien, Joe Girard and Kenneth Duncan head the cast. James W. Horne directed from the screenplay by Jesse A. Duffy and George Plympton.

Triple Trouble *(Just Fair)*

Para. (H0-8) Animated Antic No. 8 7 mins.

Faintly familiar is this subject, which recalls some of the characters and music of "Gulliver's Travels." The story is somewhat weak even for a cartoon. The Dopey-like character of Snitch is cute but he just doesn't come off.

Red Skins and Red Heads *(Poor)*

RKO (13,503) Ray Whitley No. 3 18 mins.

Rather wooden acting on the part of some of the principals and a few flaws in production spoil what might otherwise have been a good subject. Story material of this kind ordinarily makes good two-reel subjects, but the story in this suffers considerably through the wooden Indian type of acting. Furthermore, when six men are seen getting into a hayrick, for example, a dozen tumble out at its destination without any explanation. It's too bad, for there is a demand for abbreviated little dramas of this kind. Though supposed to be, it is not a Western type. Lou Brock produced and Harry D'Arcy directed and wrote the story.

Sword Soldiers *(Technical)*

RKO (14,309) Sportscope No. 9 9 mins.

Fencing as practiced at West Point is the theme of this Sportscope. Although there may be perfectly good reasons why West Pointers still practice fencing, it seems nowadays when men are being drafted into the Army because of a hurry call for them, that West Pointers should be spending time learning to fight with the weapons of modern war rather than fencing, which while a beautiful art has no place on today's battlefields. And it is to these battlefields that the road seems to be inexorably leading for the fencers depicted in this picture. However, it is good fencing, especially for those interested in the sport. Frank Donovan produced.

Information Please No. 9 *(Excellent)*

RKO (14209) 11 mins.

With Alice Marble as guest star, the experts shine in this one, just missing one question by a narrow margin. As usual they answer questions in the realms of literature, fact, music, etc. Among the particularly remarkable accomplishments of the quartette is the identification of certain songs from the title pages with the titles covered. Certain

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 10)

PARAMOUNT (No. 73)—Labor holiday in Rio de Janeiro; Fairbanks, Jr. in Brazil on goodwill tour; Brazilians see British fashions; Lockheed plane production at Burbank, Calif.; World's fastest fighting plane at Burbank; Sikorski sets helicopter record; Hank Greenberg joins the Army; Convoy question—pro, Stimson, Knox—con, Wheeler, Lindbergh; Willkie speaks at Freedom Rally in New York.

NEWS OF THE DAY (Vol. 12, No. 268)—Convoy issue confronts nation; World's fastest fighting plane at Burbank, Calif.; Australian Minister arrives in New York; Sikorski sets helicopter record; South American naval officers visit U. S.; British beauties show styles in Rio de Janeiro; England stages dance with gas masks; Hank Greenberg joins the Army; Archery meet at Bear Mountain, N. Y.

PATHE (Vol. 12, No. 73)—Australian Minister arrives in U. S.; Stimson urges convoy action; South American naval officers visit U. S.; Lockheed plane production at Burbank, Calif.; British models display styles in Rio de Janeiro; Sikorski sets helicopter record; Wounded soldiers return to Australia; Hank Greenberg joins the Army; Indoor soccer game at Madison Square Garden.

UNIVERSAL (Vol. 13, No. 978)—Stimson urges convoy action; Secretary Knox reviews troops at Fort Dix; South American naval officers visit U. S.; World's fastest fighting plane at Burbank, Calif.; Sikorski sets new helicopter record; Australian Minister arrives in U. S.; Haile Selassie back on throne; Hank Greenberg joins the Army; Indoor soccer game ends in brawl at Madison Square Garden.

MOVIETONE (Vol. 23, No. 70)—Stimson and Knox urge convoy action; Australian Minister arrives in U. S.; Dragon parade in San Francisco's Chinatown; Sikorski sets helicopter record; Anthony Eden in Greece; English royalty see London ruins; English hold (gas) masked ball; World's fastest fighting plane at Burbank, Calif.; Girls fly to Boulder Dam; Hank Greenberg joins the Army.

(Released Wednesday, May 7)

PARAMOUNT (No. 72)—Midshipmen review at Annapolis; Mayor LaGuardia accepts I Am An American Day poster; Outdoor exhibition of sculpture in New York; Red Cross mercy ship welcomed at Marseilles; Byrd's men home from South Pole; "African plains" opened in Bronx for zoo animals; Fenceless elephant house dedicated in Philadelphia; Roosevelt speaks at Staunton, Va.; Whirlaway wins Kentucky Derby.

MOVIETONE (Vol. 23, No. 69)—Roosevelt speaks at Staunton, Va.; Army air maneuvers at Galveston, Texas; N. Y. zoo transformed into jungle; Dixie fashions (except Atlanta, Washington, D. C., Kansas City and St. Louis); Willkie visits new Vultee plant at Nashville (Atlanta only); Apple blossom festival at Winchester, Va. (Washington, D. C., only); Fiesta at Joplin, Mo. (Kansas City and St. Louis only); Whirlaway wins Kentucky Derby.

NEWS OF THE DAY (Vol. 12, No. 267)—Roosevelt speaks at Staunton, Va.; Red Cross mercy ship welcomed at Marseilles; Santander, Mexico, destroyed by fire; Mayor LaGuardia accepts I Am An American Day poster; Bronx zoo transformed into jungle; Apple blossom festival at Winchester, Va. (Washington, D. C., only); Army takes over recreation base near New Orleans (New Orleans only); Whirlaway wins Kentucky Derby; Youngsters race prize woolies in Calif.

PATHE (Vol. 12, No. 72)—Roosevelt speaks at Staunton, Va.; Willkie at opening of new Vultee plant in Nashville; LaGuardia gets American Day poster; "Citizen Kane" has world premiere (except Chicago); Giant tower built to train parachutists; Byrd's men home from South Pole; California kids run off lamb derby; Florida sponge fleet aids Greeks; Whirlaway wins Kentucky Derby.

UNIVERSAL (Vol. 13, No. 977)—Roosevelt speaks at Staunton, Va.; Whirlaway wins Kentucky Derby; Willkie sees new Vultee plant at Nashville; Army air maneuvers at Galveston, Texas; Churchill inspects Czech forces in England; Bronx zoo transformed into jungle; New elephant house dedicated at Philadelphia; May Day parade in Mexico; Machines mould milady's shape in New York.

cryptograms are placed as occurring in their respective works of literature, etc. Frank Donovan produced and Dan Golenpaul supervised.

The Baggage Buster ***(Hilarious)***

RKO (14,103) Disney Cartoon No. 3 7 mins.

The Goof, station master, attempts to follow instructions to put the magician's trunk on the 5:15. His troubles with the prestidigitator's props makes for a hilarious seven minutes, with pigeons and rabbits without end jumping out of a hat, a palm tree lifting him high in the air and as suddenly letting him down, and so on. None of the other Disney characters appear except a bull with a strong resemblance to the famous Ferdinand.

Indian Durbar ***(Gorgeous)***

Para. (M0-5) Fascinating Journey No. 5 11 mins.

In this eye-filling Technicolor travelogue the brilliant colors of East Indian pageantry are shown in all their splendor as the mighty princes of India emerge from the privacy of their exotic palaces to hold state receptions for their subjects. Depicted in this particular "durbar" or state reception, are Indian nobles arrayed in their fabulous silks and jewels . . . a mile-long parade of elephants . . . impressive displays of military might . . . age-old religious rituals and songs and dances of the Orient. Here's a travelogue, unusual for its richness of color, absorbing interest and selling possibilities. Its quality is such that you can sell it with confidence.

On the Spot ***(Funny)***

Para. (R0-10) Sportlight No. 10 10 mins.

Amusing and at the same time informative is this Sportlight, in which Grantland Rice answers queries relating to sports. In reply to one question as to the greatest woman athlete of all time, Rice nominates Babe Didrickson and shows her indulging in the various sports in which she excelled. The laughs come when Ted Husing attempts to explain why wagon wheels appear to run backwards on the screen. Theme of your selling campaign on this short should be: "How Much Do You Know About Sports? . . . See 'On the Spot' for answers to many of your sports queries." etc.

Popeye Meets Rip Van Winkle ***(Fair)***

Para. (E0-9) Popeye No. 9 7 mins.

This is just another Popeye cartoon which is not particularly distinguished. The addition of Rip Van Winkle to the cast helps, but the finished product is lacking somewhat in story values and somehow bogs down in the telling. Popeye's struggles with the dwarfs are lacking in robust humor and appear only to add to the confusion. Perhaps Popeye's other playmates should rejoin him.

Glimpses of Kentucky ***(Good)***

MGM (T-219) Traveltalk No. 9 8 mins.

Such sights as the Cumberland River, Fort Harrod at Harrodsburg, a duplicate of the tiny log cabin in which Stephen Foster composed My Old Kentucky Home, famous burial grounds and monuments make up the subject matter of this new traveltalk. The breeding of horses in the "blue grass state" is also shown, as well as such sports as fox hunting, polo and horse racing. Because it reveals the charm of the old south, this Technicolor subject is somewhat impressive and will appeal to most moviegoers. It was produced by James A. FitzPatrick. Tieups with schools and travel agencies should be arranged.

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Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
Hell's Crossroads (D)A	Tom Keene-John Qualen		8/2/40	Reissued
	(Former title "Our Daily Bread")			
Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
	I Married Adventure (T)F	Travelogue Feature	78	7/24/40	b8/3/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1038	Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
	Big Boss (D)A	Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
	Her First Beau (CD)F	Jane Withers-Jackie Cooper	76	5/8/41	b5/10/41
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
		(Reviewed as "Ten Days in Paris")			
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2002	Penny Serenade (CD)F	Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles		5/7/41	a4/26/41
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
	They Dare Not Love (D)A	Martha Scott-George Brent	76	4/30/41	b5/3/41
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
	Under Age (D)A	Nan Grey-Alan Baxter-Tom Neal	60	4/26/41	b4/26/41
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming 1940-41

	Adventure in Washington (D)	Herbert Marshall-Virginia Bruce	5/30/41	a3/15/41
		(Former title "Senate Page Boys")		
	Blondie in Society	Penny Singleton-Arthur Lake		In Prod.
2215	Hands Across the Rockies (W)	Bill Elliott-Dub Taylor		a4/26/41
	Heaven Can Wait	Robt. Montgomery-Rita Johnson		In Prod.
	I Was a Prisoner on Devil's Island (D)	Sally Eilers-Donald Woods	7/10/41	a4/26/41
	Naval Academy (CD)	Jimmy Lydon-Fred. Bartholomew	5/22/41	a3/15/41
	Officer and the Lady (D)	Rochelle Hudson-Bruce Bennett		a4/26/41
	Our Wife	Ruth Russey-Melvyn Douglas		In Prod.
	Richest Man in Town (D)	Frank Craven-Edgar Buchanan	6/26/41	a4/26/41
		(Former title "Obituary")		
	She Knew All the Answers(D)	Franchot Tone-Joan Bennett	5/15/41	a3/29/41
	Son of Davy Crockett (W)	Bill Elliott-Iris Meredith		In Prod.
	Sweetheart of the Campus (MD)	Ruby Keeler-Harriet Hilliard	7/3/41	a4/26/41
		(Former title "Betty Co-Ed")		
	Texans Ride	William Holden-Glenn Ford		In Prod.
	Tillie the Toiler (C)	Kay Harris-William Tracy		In Prod.
	Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane	6/12/41	a3/15/41
	Two in a Taxi (D)	Anita Louise-Russell Hayden		a4/26/41
		(Former title "One Way Street")		
	Voice In the Night (D)	Clive Brook-Diana Wynyard	83	b4/19/41

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44	Snorting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
45	We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

MGM

Current 1940-41

				Mins.	Rel. Date	See Issue of
126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone		101	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore		70	3/28/41	b3/29/41
110	Bittersweet (Tech.) (D)F	Jeanette MacDonald-Nelson Eddy		94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan		72	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr		85	1/31/41	b1/25/41
113	Comrade X (C)A	Clark Gable-Hedy Lamarr		88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day		80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young		74	11/29/40	b12/7/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke		73	10/4/40	b10/5/40
108	Escape (D)A	Norma Shearer-Robert Taylor		104	11/1/40	b11/2/40
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey		115	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings		55	2/28/41	b3/8/41
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds		76	11/15/40	b11/16/40
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)		228	1/17/41	b12/16/39
114	Go West (F)F	Marx Brothers		82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings		82	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke		77	10/25/40	b11/2/40
116	Keeping Company (D)F	John Shelton-Ann Rutherford		78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject		98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy		98	11/22/40	b11/16/40
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan		79	1/10/41	b1/11/41
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney		107	4/11/41	b3/15/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold		80	3/14/41	b3/15/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart		110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman		83	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek		72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland		120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas		96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Laraine Day-Robert Young		90	2/14/41	b2/15/41
131	Washington Melodrama(My)A	Frank Morgan-Ann Rutherford		80	4/18/41	b4/19/41
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke		78	1/24/41	b2/1/41
136	Woman's Face (D)A	Joan Crawford-Melvyn Douglas		106	5/9/41	b5/10/41
102	Wyoming (CD)A	Wallace Beery-Marjorie Main		87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD)	Stewart-Garland-Lamarr-Martin		131	4/25/41	b4/19/41

Coming 1940-41

	Bargain Basement (F)	Marx Bros.-Virginia Grey	6/13/41	a5/10/41
	Barnacle Bill (CD)	Wallace Beery-Virginia Weidler		a5/10/41
	Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan	5/30/41	a2/1/41
	Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)	6/27/41	a3/29/41
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman		a3/29/41
	Getaway (G)	Robert Sterling-Van Heflin	6/6/41	a5/10/41
135	I'll Wait For You (D)F	Virginia Weidler-Robt. Sterling	75	5/16/41	b5/10/41
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern			a3/22/41
134	Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter		5/23/41	a3/29/41
133	People vs. Dr. Kildare (D)F	Lew Ayres-Lionel Barrymore	77	5/23/41	b5/10/41
	Smilin' Through (Tech.)	Jeannette MacDonald-Ian Hunter			In Prod.
	Unholy Partners (D)	Clark Gable-Rosalind Russell			a3/29/41
		(Former title "The Uniform")			
	Yearling, The	Spencer Tracy-Anne Revere			In Prod.

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
	Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
	Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
	Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
	Up In the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
	Break the News (M)	Maurice Chevalier-Jack Buchanan	75	4/10/41	Reissued
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)	Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	Hoosier Schoolboy	Mickey Rooney		4/17/41	Reissued
	House of Mystery	Kenneth Kent-Judy Kelly		5/7/41	Not Rev.
	Invisible Ghost (H)A	Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
	Kid's Last Ride (W)	John King-Ray Corrigan		2/10/41	a1/11/41
		(Former title "Prairie Schooldays")			
	King of Zombies (H)	John Archer-Mantan Moreland		5/14/41	a4/26/41
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
	Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pioneers, The (W)F	Tex Ritter-Slim Andrews	61	5/10/41	b5/3/41
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Roar of the Press (My)F	Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)F	Range Busters	60	4/20/41	b5/3/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
	You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	Gang's All Here	Frankie Darro-Mantan Moreland	6/11/41	In Prod.
	Redhead (D)	June Lang, Johnny Downs	5/21/41	a4/26/41
	Silver Stallion (D)	David Sharpe-Leroy Mason-Thunder		a5/10/41
	Wrangler's Roost (W)	Range Busters	6/4/41	In Prod.

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3942	Golden Gloves (D)A	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3943	Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3959	Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3941	Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940	Way of All Flesh (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
4009	Arise, My Love (CD)	A.....Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)	F.....Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)	F.....Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)	F.....Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)	F...Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)	F.....Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)	F.....Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)	A.....Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4016	Life With Henry (C)	F.....Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4022	Lady Eve (D)	F.....Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)	F...Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)	F.....Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)	F.....Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)	A...Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)	A.....D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)	F..J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4026	Power Dive (D)	F.....Richard Arlen-Jean Parker	68	4/25/41	b4/12/41
4004	Quarterback (CD)	F.....Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)	F.....MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4027	Reaching for the Sun (CD)	A.Joel McCrea-Ellen Drew	88	5/2/41	b4/12/41
4025	Road to Zanzibar (CM)	F.....Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)	F.....Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4001	Rhythm on the River (M)	F...Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)	F.....Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)	F.....J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4050	Three Men From Texas (W)	F.William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)	A.....Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)	F.....Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)	A.....Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)	F.....Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming 1940-41

Aloma of the South Seas (D)	Dorothy Lamour-Jon Hall (Tech.)	8/15/41 ...a4/12/41
Among the Living	Albert Dekker-Susan Hayward	....In Prod.
Birth of the Blues	Bing Crosby-Mary Martin	....In Prod.
Buy Me That Town (CD)	Lloyd Nolan-Constance Moore	....a4/19/41
Caught in the Draft (C)	Bob Hope-Dorothy Lamour	7/4/41 ....a3/1/41
Forced Landing	Richard Arlen-Eva Gabor	7/25/41 ...In Prod.
Great Man's Lady (D) (Former title "Pioneer Woman")	Barbara Stanwyck-Joel McCrea	....a3/22/41
Henry Aldrich For President (CD)	Jimmy Lydon-Mary Anderson	....a4/26/41
Hold Back the Dawn (D)	Chas. Boyer-Olivia de Havilland	....a3/22/41
4028 I Wanted Wings (D)	Brian Donlevy-Ray Milland	130..5/30/41 ...b3/29/41
Kiss the Boys Goodbye (CM)	D. Ameche-M. Martin-O. Levant	8/1/41 ....a3/8/41
New York Town	Mary Martin-Fred MacMurray	7/25/41 ..a11/30/40
Night of Jan. 16th (My)	Ellen Drew-Robt. Preston	....a4/12/41
Nothing But the Truth (C)	Bob Hope-Paulette Goddard	....a4/26/41
One Night in Lisbon (C)	A...Madeleine Carroll-Fred MacMurray	95..6/13/41 ...b5/10/41
Parson of Panamint (D)	Charles Ruggles-Ellen Drew	6/27/41 ...a4/26/41
4054 Pirates on Horseback (W)	Wm. Boyd-Russell Hayden	5/23/41 ...a11/25/40
Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)	7/18/41 ...a11/9/40
Skylark (CD)	Claudette Colbert-Ray Milland	....a3/1/41
Sullivan's Travels	Joel McCrea-Veronica Lake	....In Prod.
4021 There's Magic in Music (Mu) (Reviewed as "Hard Boiled Canary")	F.Allan Jones-Susanna Foster	80..5/16/41 ...b3/1/41
West Point Widow (CD)	Ann Shirley-Richard Carlson	6/20/41 ...a3/22/41
Wide Open Town (W)	William Boyd-Russell Hayden	....a3/1/41
World Premiere (C)	John Barrymore-Frances Farmer	....a4/26/41

Coming 1941-42

Mr. Bug Goes to Town	Tech. Cartoon Feature	....In Prod.
Secret of the Wastelands (W)	Wm. Boyd-Brad King-Andy Clyde	....In Prod.

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	....Tim McCoy	60	9/16/40	...Not Rev.
159	Billy the Kid's Gun Justice (W)	.Bob Steele	63	12/27/40	..Not Rev.
158	Billy the Kid in Texas (W)	..Bob Steele	55	9/30/40	...Not Rev.
157	Billy the Kid Outlawed (W)	..Bob Steele	55	7/20/40	...Not Rev.
161	Billy the Kid's Fighting Pals (W)	F.....Bob Steele	62	4/18/41	...b4/12/41
160	Billy the Kid's Range War (W)	.Bob Steele	60	1/24/41	...Not Rev.
107	Caught in the Act (C)	F.....Henry Armetta	62	2/7/41	....b4/26/41
105	Devil Bat (My)	.....Bela Lugosi	5	23/41	....In Prod.
109	Emergency Landing (Spy)	.....Carol Hughes	3	28/41	....a3/29/41
108	Federal Fugitives (Spy)	.....Neil Hamilton	5	8/3/40	....Not Rev.
152	Gun Code (W)	.....Tim McCoy	55	8/3/40	....Not Rev.
104	Misbehaving Husbands (C)	F..Harry Langdon-Betty Blythe	66	12/20/40	.b12/14/40
163	Lone Raider Rides On (W)	..George Houston	64	1/10/41	...Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston	2	28/41	...Not Rev.
165	Lone Rider In Ghost Town	....Geo. Houston-Alaine Brandes	5	16/41	...In Prod.
103	Marked Men (D)	.....Warren Hull-Isabel Jewell	8	28/40	...Not Rev.
155	Outlaws of the Rio Grande (W)	F .....Tim McCoy	53	3/7/41	.....b3/1/41
123	Paper Bullets	.....Joan Woodbury-Jack LaRue	5	30/41	....In Prod.
154	Riders of Black Mountain (W)	.Tim McCoy	59	11/11/40	..Not Rev.
106	Secret Evidence (My)	F.....Charles Quigley-Marjorie Reynolds	64	1/31/41	....b2/8/41
110	South of Panama (Spy)	F.....Roger Pryor-Virginia Vale	68	5/2/41	....b4/26/41
156	Texas Marshal (W)	.....Tim McCoy-Kay Leslie	5	30/41	...In Prod.

R.K.O.-RADIO

Current 1939-40

39	Cross Country Romance (C)	F..Gene Raymond-Wendy Barrie	66	7/12/40	...b6/29/40
40	Dance, Girl, Dance (D)	A.....Maureen O'Hara-Louis Hayward	82	8/23/40	...b8/31/40
36	Dr. Christian Meets the Women (D)	F.....Jean Hersholt-Dorothy Lovett	63	7/5/40	....b6/29/40
38	Lucky Partners (C)	A.....Ginger Rogers-Ronald Colman	101	8/23/40	...b8/17/40
37	Millionaires in Prison (D)	A..Lee Tracy-Linda Hayes	62	7/26/40	...b6/29/40
42	One Crowded Night (D)	A.....Billie Seward-Don Costello	66	8/9/40	.....b8/3/40
61	Queen of Destiny (B) (Reviewed as "Sixty Glorious Years")	F.....Neagle-Walbrook (Tech.)	90	8/2/40	...b10/29/38
85	Stage to Chino (W)	F.....George O'Brien	59	7/26/40	...b7/27/40
41	Stranger on the Third Floor (D)	A.....Peter Lorre-Margaret Tallichet	62	8/16/40	....b9/7/40
29	Tom Brown's Schooldays (D)	F.Jimmy Lydon-Hardwicke	84	7/19/40	...b6/22/40
86	Triple Justice (W)	F.....Geo. O'Brien-Virginia Vale	66	9/27/40	..b10/19/40
43	Wildcat Bus (A)	F.....Fay Wray-Charles Lang	62	8/23/40	...b8/17/40

Current 1940-41

183	Along the Rio Grande (W)	F..Tim Holt-Betty Jane Rhodes	66	2/7/41	....b2/1/41
161	Convoy (War)	F.....Clive Brook-John Clements	89	1/3/41	....b12/7/40
122	Devil and Miss Jones (D)	F...Jean Arthur-Chas. Coburn	92	4/11/41	....b4/5/41
102	Dreaming Out Loud (C)	F.....Lum & Abner-Frances Langford	81	9/13/40	...b9/14/40
182	Fargo Kid (W)	F.....Tim Holt-Jane Drummond	65	12/6/40	...b12/14/40
119	Footlight Fever (C)	F.....Alan Mowbray-Donald McBride	67	3/21/41	....b4/5/41
120	Girl, A Guy and A Gob (C)	F.Geo. Murphy-Lucille Ball	91	3/14/41	....b3/1/41
103	I'm Still Alive (D)	F.....Linda Hayes-Kent Taylor	66	9/27/40	...b9/21/40
112	Kitty Foyle (D)	A.....Ginger Rogers-Dennis Morgan	105	12/27/40	.b12/28/40
107	Laddie (D)	F.....Tim Holt-Virginia Gilmore	68	10/18/40	..b9/21/40
115	Let's Make Music (CM)	F....Bob Crosby-Jean Rogers	84	1/17/41	...b12/14/40
109	Li'l Abner (F)	F.....Granville Owen-Kay Sutton	78	11/1/40	...b11/9/40
124	Melody for Three (D)	F.....Jean Hersholt-Fay Wray	67	3/28/41	....b3/8/41
110	Little Men (D)	F.....Kay Francis-Lydon-Oakie	84	1/10/41	...b12/7/40
101	Men Against the Sky (D)	F...Richard Dix-Wendy Barrie	74	9/6/40	....b8/24/40
111	Mexican Spitfire Out West (C)	A.....Lupe Velez-Leon Errol	75	11/15/40	.b10/12/40
117	Mr. & Mrs. Smith (C)	A.....Carole Lombard-Robt. Montgomery	95	1/31/41	...b1/18/41
114	No, No, Nanette (MC)	F.....Anna Neagle-Richard Carlson	96	12/20/40	.b12/21/40
121	Play Girl (CD)	A.....Kay Francis-James Ellison	75	2/14/41	.b12/21/40
171	Ramparts We Watch (Doc)	F..March of Time Feature	90	8/16/40	...b7/27/40
113	Remedy for Riches (D)	F.....Jean Hersholt-Dorothy Lovett	60	11/29/40	.b11/23/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
125	Repent at Leisure (C-D)	.....Kent Taylor-Wendy Barrie		4/4/41	.....a3/1/41
184	Robbers of the Range (W)	F..Tim Holt-Ray Whitley	61	4/18/41	....b4/5/41
123	Scattergood Baines (C)	F.....Guy Kibbee-Carol Hughes	69	2/21/41	...b2/15/41
116	Saint in Palm Springs (MyC)	F.George Sanders-Wendy Barrie	67	1/24/41	....b1/4/41
128	They Met in Argentina (MD)	F.Ellison-O'Hara-Ebsen	77	4/25/41	...b4/26/41
104	They Knew What They Wanted (D)	A.....Charles Laughton-Carole Lombard	96	10/25/40	.b10/12/40
106	Too Many Girls (M)	A.....Richard Carlson-Lucille Ball	85	11/8/40	..b10/12/40
105	Villain Still Pursued Her (C)	F.Anita Louise-Richard Cromwell	66	10/11/40	..b7/27/40
181	Wagon Train (W)	F.....Tim Holt-Martha O'Driscoll	62	10/4/40	..b10/12/40
108	You'll Find Out (MyMC)	F...Kay Kyser-Peter Lorre-Karloff	97	11/22/40	.b11/16/40

Coming 1940-41

Bambi	Disney Cartoon Feature		....In Prod.
Before the Fact (D)	Cary Grant-Joan Fontaine		....a3/22/41
118 Citizen Kane (D)	A.....Orson Welles-Dorothy Comingore	120	....b4/12/41
185 Cyclone on Horseback (W)	Tim Holt-Marjorie Reynolds	6/13/41	...a5/10/41
Devil and Daniel Webster	Thomas Mitchell-Walter Huston		....In Prod.
186 Dude Cowboy (W)	Tim Holt-Marjorie Reynolds		....In Prod.
Fantasia (FA)	F .....Technicolor Cartoon	150	.b11/16/40
Father Takes a Wife	Adolphe Menjou-Gloria Swanson		....In Prod.
Gay Falcon	George Sanders-Wendy Barrie		....In Prod.
129 Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles		.....a4/5/41
Lady Scarface	Dennis O'Keefe-Frances Neal		....In Prod.
Little Foxes	Bette Davis-Richard Carlson		....In Prod.
My Life With Caroline (C)	Ronald Colman-Anna Lee		....a4/19/41
Parachute Battalion (D)	Robert Preston-Nancy Kelly		....a4/19/41
191 Reluctant Dragon	Benchley and Cartoon Characters	6/6/41	....In Prod.
132 Scattergood Pulls the Strings (D)	Guy Kibbee	5/23/41	...a5/10/41
133 Sunny (MC)	A. Neagle-J. Carroll-R. Bolger	5/30/41	...a5/3/41
134 They Meet Again	Jean Hersholt-Dorothy Lovett	6/20/41	....In Prod.
126 Tom, Dick and Harry (C)	Ginger Rogers-Geo. Murphy	6/13/41	...a3/29/41
Unexpected Uncle	Edmond O'Brien-Jane Wyatt		....In Prod.

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)	F.....Gene Autry-Burnette-June Storey	65	7/15/40	...b7/20/40
955	Carson City Kid (W)	F.....Roy Rogers-"Gabby" Hayes	57	7/1/40	....b6/22/40
924	Earl of Puddlestone (C)	F.....The Gleasons	66	8/31/41	...b8/17/40
904	Girl From God's Country (D)	F.Chester Morris-Chas. Bickford	75	7/30/40	...b7/27/40
956	Ranger and the Lady (W)	F...Roy Rogers-George Hayes	59	7/30/40	...b7/27/40
909	Scatterbrain (C)	F.....Judy Canova-Alan Mowbray	73	7/20/40	...b7/13/40
910	Sing, Dance, Plenty Hot (M)	F.Ruth Terry-Johnny Downs	72	8/10/40	....b8/3/40
903	Three Faces West (D) (Reviewed as "The Refugee")	F.....J. Wayne-Sigrid Gurie-C. Coburn	81	7/12/40	...b6/22/40

Current 1940-41

10	Arkansas Judge (C)	F.....Rogers-Weaver Bros. and Elviry	72	1/28/41	...b1/25/41
45	Back in the Saddle (MW)	F...Gene Autry-Smiley Burnette	73	3/14/41	...b3/15/41
8	Barnyard Follies (C)	F.....Mary Lee-June Storey-Rufe Davis	67	12/6/40	.b11/23/40
9	Behind the News (D)	F.....Lloyd Nolan-Doris Davenport	74	12/20/40	.b12/21/40
53	Border Legion (W)	F.....Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	.b11/30/40
19	Bowery Boy (D)	F.....Dennis O'Keefe-Louise Campbell	71	12/27/40	...b1/4/41
51	Colorado (W)	F.....Roy Rogers-George Hayes	57	9/15/40	....b9/7/40
15	Country Fair	.....Eddie Foy, Jr.-June Clyde		5/5/41	.....a4/5/41
7	Friendly Neighbors (C)	F.....Weaver Bros. & Elviry	67	11/7/40	.b11/16/40
72	Frontier Vengeance (W)	F.....Don Barry-Betty Moran	57	10/10/40	.b10/12/40
22	Gay Vagabond, The (CD)	.....Ruth Donnelly-Roscoe Karns		5/12/41	....a4/12/41
17	Girl From Havana (D)	A.....Dennis O'Keefe-Victor Jory	69	9/11/40	...b9/14/40
21	Great Train Robbery (D)	F...Bob Steele-Claire Carleton	61	2/28/41	....b3/8/41
1	Hit Parade of 1941 (MC)	F...Kenny Baker-Frances Langford	88	10/15/40	.b10/19/40
55	In Old Cheyenne (W)	F.....Roy Rogers-G. "Gabby" Hayes	58	3/28/41	....b4/12/41
14	Lady From Louisiana (PD)	A.Ona Munson-John Wayne	83	4/22/41	....b5/3/41
64	Lone Star Raiders (W)	F.....Three Mesquiteers	57	12/23/40	.b12/21/40
11	Man Betrayed (D)	A.....John Wayne-F. Dee-Edw. Ellis	83	2/27/41	...b3/15/41
18	Meet the Missus (C)	F.....Roscoe Karns-Ruth Donnelly	68	11/29/40	.b11/23/40
5	Melody and Moonlight (M)	F...Johnny Downs-Vera Vague	72	10/11/40	.b10/5/40
41	Melody Ranch (MC)	F.....Gene Autry-Jimmy Durante	84	11/15/40	.b11/23/40
12	Mr. District Attorney (CD)	F..Dennis O'Keefe-Peter Lorre	69	3/26/41	....b4/5/41
61	Oklahoma Renegades (W)	F.....Three Mesquiteers	57	8/29/40	....a8/17/40
66	Pals of the Pecos (W)	F.....Three Mesquiteers	56	4/8/41	....b4/26/41
20	Petticoat Politics (C)	F.....Roscoe Karns-Lois Ranson	67	1/31/41	...b2/15/41
75	Phantom Cowboy (W)	F.....Don Barry-Virginia Carroll	57	2/14/41	...b2/22/41
65	Prairie Pioneers (W)	F.....Three Mesquiteers	58	2/16/41	...b2/22/41
43	Ride, Tenderfoot, Ride (MW)	F.Autry-Burnette-June Story	65	9/6/40	....b8/24/40
44	Ridin' on a Rainbow (MW)	F..Gene Autry-Smiley Burnette	79	1/24/41	....b2/1/41
54	Robin Hood of the Pecos (W)	F.Roy Rogers-George Hayes	59	1/14/41	....b1/18/41
13	Rookies on Parade (CM)	F....Bob Crosby-Ruth Terry	69	4/17/41	....b5/3/41
56	Sheriff of Tombstone (W)	F....Roy Rogers-George "Gabby" Hayes	56	5/7/41	....b5/10/41
46	Singing Hill, The (MW)	F....Gene Autry-Smiley Burnette	79	4/4/41	....b5/3/41
2	Sis Hopkins (CM)	F.....Judy Canova-Bob Crosby	98	4/12/41	....b4/12/41
73	Texas Terrors (W)	F.....Don Barry-Al St. John	57	11/22/40	.b11/23/40
63	Trail Blazers (W)	F.....Three Mesquiteers	58	11/11/40	...b11/2/40
71	Tulsa Kid (W)	F.....Don "Red" Barry	57	8/16/40	....b8/3/40
76	Two-Gun Sheriff (W)	F.....Don "Red" Barry-Lynn Merrick	56	4/10/41	....b4/26/41
62	Under Texas Skies (W)	F.....Three Mesquiteers	57	9/30/40	...b9/21/40
6	Who Killed Aunt Maggie? (My)	A.....John Hubbard-Wendy Barrie	69	11/1/40	...b11/2/40
74	Wyoming Wildcat (W)	F.....Don Barry-Julie Duncan	56	1/6/41	...b1/11/41
52	Young Bill Hickok (W)	F.....Roy Rogers-Geo. Hayes	59	10/21/40	.b10/5/40

Coming 1940-41

16	Angels With Broken Wings (CD)	Binnie Barnes-Gilbert Roland	5/27/41	...a4/26/41
77	Desert Bandit (W)	Don Barry-Lynn Merrick	5/16/41	...a4/26/41
	Nevada City (W)	Roy Rogers-George "Gabby" Hayes	6/20/41	...In Prod.
	Puddin' Head	Judy Canova-Francis Lederer	6/16/41	...In Prod.
67	Saddlemates (W)	Three Mesquiteers	5/26/41	....a5/3/41

Coming 1941-42

Thunder Over the Ozarks	Weaver Bros. & Elviry	.....a5/3/41

20TH CENT.-FOX

Current 1939-40

46	Manhattan Heartbeat (D)	F...Virginia Gilmore-Joan Davis	72	7/12/40	....b6/8/40
50	Maryland (Tech.) (B)	F.....B. Joyce-Payne-Brennan	92	7/19/40	....b7/6/40
52	Sailor's Lady (C)	F.....Nancy Kelly-Jon Hall	66	7/5/40	.....b7/6/40

Current 1940-41

107	Brigham Young, Frontiersman (PD)	A.....Tyrone Power-Linda Darnell	112	9/27/40	...b8/31/40
123	Chad Hanna (D) (Tech.)	A....Henry Fonda-Linda Darnell	88	12/27/40	.b12/14/40
110	Charlie Chan at the Wax Museum (My)	F.....Sidney Toler-Joan Valerie	62	9/6/40	....b8/3/40
108	Charter Pilot (B)	F.....Lynn Bari-Lloyd Nolan	70	12/6/40	...b11/23/40
136	Dead Men Tell (My)	F.....Sidney Toler	61	3/28/41	...b3/29/41
113	Down Argentine Way (M)	F...Don Ameche-Betty Grable (Tech.)	88	10/11/40	..b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)	F.....G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	...b8/31/40
108	Gay Caballero (W)	F.....Cesar Romero-Betty McLaughlin	57	10/4/40	...b9/28/40
104	Girl From Avenue A (C)	F....Jane Withers-Kent Taylor	76	8/9/40	...b8/10/40
127	Girl In the News (D)	F.....Margaret Lockwood-Barry Barnes	78	1/31/41	....b1/4/41
130	Golden Hoofs (C)	F.....Richard Dix-Wendy Barrie	66	2/14/41	....b2/8/41
111	Great Profile (C)	A.....John Barrymore-Mary Hughes	70	10/25/40	..b8/17/40
115	Hudson's Bay (PD)	F.....Paul Muni-Gene Tierney	94	1/3/41	...b12/28/40
122	Jennie (D)	F.....Doris Bowden-Geo. Montgomery	78	12/20/40	.b12/7/40
139	Mail Train	.....Alastair Sim-Gordon Harker		4/25/41	....Not Rev.
101	Man I Married (D)	A.....Joan Bennett-Francis Lederer	76	8/2/40	...b7/20/40
117	Mark of Zorro (D)	F.....Tyrone Power-Linda Darnell	92	11/8/40	...b11 9 40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A	Margaret Lockwood-Rex Harrison (Reviewed as "In Disguise")	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

148	Accent on Love	Geo. Montgomery-Osa Massen	7/11/41	In Prod.
143	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell	5/30/41	a3/15/41
112	Bride Wore Crutches (CD)F	Lynne Roberts-Ted North	6/13/41	b7/27/40
141	Cowboy and the Blonde(CD)F	Mary Beth Hughes-G. Montgomery	5/16/41	b4/26/41
144	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau	6/6/41	a8/17/40
140	GreatAmericanBroadcast(DM)F	Alice Faye-John Payne-Jack Oakie	5/9/41	b5/3/41
142	Great Commandment (D)F	John Beal-Albert Dekker	5/23/41	b4/12/41
146	Man Hunt (Spy)	Walter Pidgeon-Joan Bennett	6/20/41	a5/3/41
147	Moon Over Miami(DM)(Tech.)	Don Ameche-Betty Grable (Former title "Miami")	7/4/41	a5/3/41
135	Outlaw, The	Walter Huston-Thos. Mitchell		In Prod.
145	Very Young Lady (CD)F	Jane Withers-Nancy Kelly	6/27/41	b5/3/41

Coming 1941-42

Belle Starr (Tech.)	Gene Tierney-Randolph Scott	In Prod.
Dance Hall	Cesar Romero-Carole Landis	In Prod.
Dressed to Kill	Lloyd Nolan-Mary Beth Hughes	In Prod.
Last of the Duanes	Geo. Montgomery-Lynn Roberts	In Prod.
Private Nurse	Brenda Joyce-Jane Darwell	In Prod.
Sun Valley Serenade	Sonja Henie-John Payne-M. Berle	In Prod.
Yank in the R.A.F.	Tyrone Power-Betty Grable	In Prod.

UNITED ARTISTS

Current

Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
Major Barbara (CD)A	Wendy Hiller-Robert Morley	112		b5/3/41
Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40	b7/20/40
That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe	a3/1/41
Illusions	Merle Oberon-Alan Marshall	In Prod.
International Lady	Ilona Massey-George Brent	In Prod.
New Wine (MD)	Ilona Massey-Binnie Barnes	a3/8/41

UNIVERSAL

Current 1939-40

4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5011	Flame of New Orleans (CD)F	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell	83	4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)F	Richard Arlen-Andy Devine	61	4/18/41	b5/3/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40

UNIVERSAL

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

Coming 1940-41

	Cracked Nuts (C)	Una Merkel-Stuart Erwin	7/11/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60 8/22/41	b3/8/41
	Hello Sucker	Hugh Herbert-Peggy Moran	7/11/41	In Prod.
	Hit the Road (G)	George-MacLane-Dead End Kids	6/27/41	a3/29/41
	In the Navy (CM)	Abbott & Costello-Evelyn Ankers	5/30/41	a5/10/41
	Marshal Law (W)	Johnny Mack Brown	6/20/41	In Prod.
	Men of the Timberland (A)	Richard Arlen-Andy Devine	6/6/41	a5/3/41
	Rawhide Rangers (W)	Johnny Mack Brown-Fuzzy Knight	7/18/41	In Prod.
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams	7/4/41	a4/5/41
	Tight Shoes (G)	Brod Crawford-Ann Gwynne	6/13/41	a5/3/41
	Too Many Blondes	Rudy Vallee-Helen Parrish	5/23/41	In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery	8/15/41	a3/8/41

Coming 1941-42

Beyond the Law	Wm. Gargan-June Clyde-John Litel	In Prod.
Halfway to Shanghai	Charles Bickford-Evelyn Ankers	a4/26/41
Moonlight in Hawaii	Johnny Downs-Jane Frazee	In Prod.
Oh, Charlie (MyC)	Abbott & Costello—Evelyn Ankers	a2/22/41
Rhapsody in Stripes	Anne Gwynne-Nat Pendleton	In Prod.
Sing Another Chorus	Johnny Downs-Jane Frazee	a4/26/41

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143 7/13/40	b6/22/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82 8/24/40	b8/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59 7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75 7/6/40	b8/24/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65 8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55 8/1/40	b8/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85 7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70 8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127 8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93 8/3/40	b7/13/40

Current 1940-41

	Affectionately Yours (SC)F	Merle Oberon-Dennis Morgan	88	5/10/41	b5/10/41
570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
504	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
500	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My) (Former title "Murder on the Second Floor")	Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
522	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
567	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	a11/2/40

Coming 1940-41

	Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris		a4/12/41
	Bride Came C.O.D. (C-D)	Bette Davis-James Cagney		a2/15/41
	Bullets For O'Hara	Joan Perry-Roger Pryor		In Prod.
	Dive Bomber (Tech.)	Errol Flynn-Fred MacMurray		In Prod.
	Flight Patrol (D)	James Stephenson-Ronald Reagan		a4/12/41
	Gentle People (D)	Ida Lupino-John Garfield	6/14/41	a3/8/41
	Highway West (D)	Brenda Marshall-Olympe Bradna		a3/1/41
	Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt		a1/25/41
	Manpower (D)	Marlene Dietrich-George Raft		a4/19/41
	Million Dollar Baby (CD) (Former title "Miss Wheelwright Discovers America")	Priscilla Lane-Ronald Reagan	5/31/41	a2/1/41
	Navy Blues (C)	A Sheridan-J. Oakie-M. Raye		a5/3/41
523	Nurse's Secret (My)F	Lee Patrick-Regis Toomey	65 5/24/41	b5/10/41
	Passage From Hong Kong(My)	Keith Douglas-Lucile Fairbanks	6/21/41	a3/29/41
	Sergeant York	Gary Cooper-Joan Leslie		a3/29/41
	Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson	6/7/41	a2/1/41
563	Singapore Woman (D)A	Brenda Marshall-David Bruce	64 5/17/41	b5/10/41
	Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy		a3/1/41
	Underground (D)	Jeffrey Lynn-Karen Verne	6/21/41	a3/22/41

MISCELLANEOUS

	Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
	Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
	King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
	Leopard Men of Africa (T)A	Natives and animals	65	Select	b7/6/40
	Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
	Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
	Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
	Murder in the Night (D)A	Jack LaRue-Sandra Storme	58	Film All	b7/20/40
	No Greater Sin	Leon Ames-Luana Walters		University	In Prod.
	Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks.	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday.	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit.	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle		17	Not Rev.
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife.	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights		10	Not Rev.
2975	Feathers	Very Good	9	3/1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West.	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2756	Kitty Gets the Bird		7	Not Rev.
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

COLUMBIA 1940-41 (Cont.)

PHANTASIES CARTOONS (8)

2705	Cute Recruit		6	Not Rev.
2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41
2857	No. 7 (Ken Murray)		10	Not Rev.

STOOGE COMEDIES (8)

2407	All the World's a Stooge		16	Not Rev.
2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2807	Diving Thrills		11	Not Rev.
2802	Hunting Wild Deer	Fair	8	11/30/40
2804	Ice Capers	Very Good	10	3/8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes.	For Bowlers	10	3/8/41

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/3/40
W-94	Gallopin' Gals	Excellent	8	11/9/40
W-93	Homeless Flea	Cute	8	11/9/40
W-85	Home on the Range	Cute	9	3/3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/9/39
W-84	Puss Gets the Boot	Good	9	3/9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/7/40
W-87	Swing Social	Clever	8	6/1/40
W-88	Tom Turkey and His Harmonica Humdinger.	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/3/40
M-71	Rumba Rhythm	Entertaining	10	9/2/39
M-79	Servant of Mankind	A Trailer	9	6/1/40
M-76	Where Turf Meets Surf	Fair	10	2/3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/3/40
C-136	All About Hash	Fair	11	6/1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/9/40
K-124	Way in the Wilderness	Fine	10	7/6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	9/7/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes.	Excellent	10	6/1/40
S-106	Stuffie	Swell	11	3/9/40
S-105	What's Your I.Q.?	Good	7½	3/9/40
S-109	What's Your I.Q.? No. 2.	Good	9	7/6/40

MGM 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
ROBERT BENCHLEY (4)			
F-141 Day of Rest	Funny	10	10/28/39
F-144 Home Movies	A Howl	9	3/ 9/40
F-142 See Your Doctor	Very Funny	8	12/23/39
F-143 That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECTS			
X-151 Flag Speaks	A Must	19	57 4/40
X-80 Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-59 Calling on Colombia	Standard	8	4/27/40
T-51 Day on Treasure Island	Colorful	10	9/ 9/39
T-55 Land of Alaska Nellie	Good	10	1/27/40
T-61 Modern New Orleans	Interesting	9	6/ 1/40
T-52 Natural Wonders of Washington State	Okay	10	10/28/39
T-57 Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56 Old Natchez	Good	9	2/ 3/40
T-53 Quaint St. Augustine	Charming	9	11/25/39
T-58 Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60 Sitka and Juneau	Interesting	9	4/27/40
T-62 Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54 Valiant Venezuela	Standard	9	12/23/39

1940-41

CARTOONS (18) (Tech.)			
W-243 Abul the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-246 Goose Goes South		8	Not Rev.
W-247 Little Mole		8	Not Rev.
W-241 Lonesome Stranger	Excellent	9	12/ 7/40
W-242 Mrs. Ladybug	Excellent	8	1/ 4/41
W-244 Prospecting Bear	Funny	9	4/ 5/41
W-247 Rookie Dear		8	Not Rev.
CRIME DOESN'T PAY (6)			
P-201 Eyes of the Navy	Excellent	22	10/19/40
P-204 Forbidden Passage	Tops	21	3/ 1/41
P-203 Respect the Law	Very Good	20	2/ 1/41
P-202 You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
M-235 Battle, The		10	Not Rev.
M-232 Great Meddler	Very Good	10	1/ 4/41
M-233 Happiest Man on Earth	Unusual	10	2/ 1/41
M-234 More About Nostradamus	Timely	11	2/22/41
M-231 Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
C-296 Baby Blues	Very Good	10	4/ 5/41
C-295 Fightin' Fools	Good Fun	10	2/ 1/41
C-293 Goin' Fishin'	Standard	10	11/ 9/40
C-291 Good Bad Boys	Good	11	9/ 7/40
C-294 Kiddie Cure	Good Gang	11	12/ 7/40
C-298 1-2-3 Go		10	Not Rev.
C-292 Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297 Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)			
K-281 American Spoken Here	Excellent	10	12/ 7/40
K-283 More Trifles of Importance	Excellent	11	4/ 5/41
K-284 Out of Darkness	Significant	10	5/10/41
K-282 Whispers	Excellent	10	2/22/41
K-285 Willie and the Mouse		10	Not Rev.
PETE SMITH SPECIALTIES (14)			
S-267 Aeronautics		10	Not Rev.
S-266 Memory Tricks	Amusing	9	4/ 5/41
S-264 Penny to the Rescue	Excellent	10	2/ 1/41
S-261 Quicker'n a Wink	Excellent	10	11/ 9/40
S-265 Quiz Biz	Entertaining	10	2/22/41
S-263 Sea For Yourself	Holds Interest	10	1/ 4/41
S-262 Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-218 Alluring Alaska	Usual	10	4/ 5/41
T-214 Beautiful Bali	As Usual	10	12/ 7/40
T-211 Capital City	Fair	9	9/ 7/40
T-212 Cavalcade of San Francisco	Too Late	9	9/28/40
T-219 Glimpses of Kentucky	Good	10	5/10/41
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
T-216 Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213 Old New Mexico	Fair	10	11/ 9/40
T-215 Old New Orleans	As Usual	10	1/ 4/41
T-217 Red Men on Parade	Fair	10	3/ 1/41
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939 40

COLOR CLASSICS (6) (Tech.)			
C9-3 Ants in the Plants	Good	7	3/23/40
C9-1 Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4 Kick in Time	Good	7	2/24/40
C9-2 Little Lambkin	Cute	7	8/17/40
C9-5 Snubbed by a Snob	Cute	7	5/18/40
C9-6 You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
K9-6 Argentina		10	Not Rev.
K9-3 Chile	Fair Travelogue	10	12/16/39
K9-4 Cuba		10	Not Rev.
K9-1 Ecuador	Fair	10	9/16/39
K9-5 Isle of Columbus		10	Not Rev.
K9-7 Pacific Paradise	Interesting	10	7/13/40
K9-2 Peru	Average	10	10/21/39
HEADLINERS (10)			
A9-1 Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9 Blue Barron & Orch.	Good	10	6/ 8/40
A9-5 Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8 Have You Met Yvette?	Good	10	5/ 4/40
A9-4 Here's Hal	Average	10	12/16/39
A9-6 Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3 Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7 George Olsen and His Music	Peppy	10	3/23/40
A9-2 Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10 Pinky Tomlin & Orch.	Entertaining	11	8/17/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (10)			
V9-3 Bits of Life	Misses Fire	11	12/16/39
V9-2 Busy Little Bears	Splendid	10	11/11/39
V9-9 Dangerous Dollars	Informative	11	7/13/40
V9-7 Not So Dumb	Excellent	10	3/23/40
V9-6 Pictorial	Interesting	10	2/24/40
V9-10 Pictorial No. 2	Satisfactory	10	8/24/40
V9-1 Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5 Sugar Wind	Good	10	2/ 3/40
V9-8 Television Preview	Interesting	10	5/18/40
V9-4 Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
E9-10 Doing Impossikible Stunts	Good	7	8/17/40
E9-3 Females Is Fickle	Good	7	3/23/40
E9-9 Fightin' Pals		7	Not Rev.
E9-5 Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1 Never Sock a Baby	Good	6	11/18/39
E9-8 Nurse Mates	Fair	7	7/13/40
E9-6 Onion Pacific	Satisfactory	7	6/ 8/40
E9-12 Puttin' On the Act	Poor	7	8/24/40
E9-2 Shakespearian Spinach	Funny	7	2/ 3/40
E9-4 Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11 Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7 Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
J9-1 No. 1	Very Good	10	9/23/39
J9-2 No. 2	Very Interesting	10	11/25/39
J9-3 No. 3	Interesting	10	1/27/40
J9-4 No. 4	Exceptional	10	2/24/40
J9-5 No. 5	Very Good	10	5/ 4/40
J9-6 No. 6	Good	11	7/13/40
SPORTLIGHTS (13)			
R9-5 Aqua-Rhythm	Good	10	11/18/39
R9-10 Blue Streak	Excellent	10	5/ 4/40
R9-7 Bowling Skill	Very Good	10	2/ 3/40
R9-3 Catching Whoppers	Thrilling	10	9/23/39
R9-12 Cradle of Champions	Excellent	10	6/15/40
R9-4 Dog Is Born	Excellent	10	11/ 4/39
R9-2 Desert Adventure	Excellent	10	9/23/39
R9-8 Human Fish	Excellent	10	2/24/40
R9-1 Hydro-Maniacs	Exciting	10	8/26/39
R9-6 Judo Experts	Excellent	10	1/20/40
R9-11 Playmates of the Wild	Unique	10	5/18/40
R9-13 Sink or Swim	Very Good	10	7/13/40
R9-9 Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
B9-5 Foul Ball Player	Fair	7	6/ 8/40
B9-9 Fulla Bluff Man	Fair	7	8/24/40
B9-3 Granite Hotel	Good	7	5/18/40
B9-11 Pedagological Institution		7	Not Rev.
B9-10 Springtime in the Rockage		7	Not Rev.
B9-6 Ugly Dino	Cute	7	7/13/40
B9-2 Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4 Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8 Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1 Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12 Way Back When Women Had Their Weigh		7	Not Rev.
B9-7 Wedding Bells		7	Not Rev.
SYMPHONIC (3)			
D9-1 Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2 Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3 William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
L9-1 No. 1	Good	11	10/14/39
L9-2 No. 2	Fair	11	12/16/39
L9-3 No. 3	Good	11	2/ 3/40
L9-4 No. 4	Interesting	10	5/ 4/40
L9-5 No. 5	Good	10	5/18/40
L9-6 No. 6	Interesting	10	8/16/40

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ANIMATED ANTICS (10)			
H0-4 Bring Himself Back Alive	Good	7	12/21/40
H0-1 Dandy Lion	Poor	7	10/ 5/40
H0-3 Mommy Loves Poppy	Average	7	11/23/40
H0-2 Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7 Speaking of Animals	Excellent	9	3/15/41
H0-8 Triple Trouble	Just Fair	7	5/10/41
H0-6 Twinkletoes Gets the Bird		7	Not Rev.
H0-5 Wild Oysters	Unusual	7	2/15/41
H0-9 Zero, the Hound		7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)			
M0-4 Delhi	Good	11	4/ 5/41
M0-5 Indian Durbar	Gorgeous	10	5/10/41
M0-1 River Thames—Yesterday	Beautiful	10	11/23/40
M0-2 Sacred Ganges	Dull	10	1/25/41
M0-3 Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
G0-3 All's Well	Silly	7	1/18/41
G0-2 Constable	Satisfactory	7	11/23/40
G0-1 King For a Day	Fair	7	10/26/40
G0-5 Swing Cleaning	Fair	7	4/19/41
G0-4 Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
A0-5 Bob Chester & Orch.	Average	10	4/ 5/41
A0-4 Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2 Listen to Larry	Satisfactory	10	11/ 2/40
A0-3 Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1 Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40

PARAMOUNT 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MADCAP MODELS (6) (Tech.)			
U0-2 Dipsy Gipsy	Very Good	9	4/19/41
U0-3 Hoola Boola		9	Not Rev.
U0-1 Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
V0-3 Breezy Little Bears	Excellent	10	1/18/41
V0-1 Nature's Nursery	Excellent	10	11/ 2/40
V0-4 Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2 Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
E0-4 Eugene, the Jeep	Funny	7	12/ 7/40
E0-8 Flies Ain't Human	Fair	7	4/19/41
E0-2 My Pop, My Pop	Amusing	7	11/ 2/40
E0-7 Olive's Sweepstake Ticket		7	Not Rev.
E0-9 Popeye Meets Rip Van Winkle	Fair	7	5/10/41
E0-1 Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5 Problem Pappy	Fair	7	1/25/41
E0-6 Quiet Pleeze	Very Good	7	3/22/41
E0-3 With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
J0-1 No. 1	Good	10	10/ 5/40
J0-2 No. 2	Interesting	10	11/23/40
J0-3 No. 3	Interesting	10	12/21/40
J0-4 No. 4	Usual	10	3/22/41
J0-5 No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)			
S0-3 Crime Control	Excellent	11	4/19/41
S0-4 Forgotten Man		10	Not Rev.
S0-1 Trouble With Husbands	Great Fun	11	11/16/40
S0-2 Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
FF0-1 Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
R0-6 Acrobatic Aces	Excellent	10	1/25/41
R0-8 Canine Sketches	Fine	10	3/22/41
R0-1 Diving Demons	Beautiful	10	10/ 5/40
R0-5 Feminine Fitness	Very Good	10	12/21/40
R0-7 Fishing Fever	Appealing	10	3/22/41
R0-4 Marine Round-up	Excellent	10	12/ 7/40
R0-3 Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-10 On the Spot	Funny	10	5/10/41
R0-2 Sporting Everglades	Very Good	10	10/26/40
R0-9 Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)			
L0-1 No. 1	Good	10	10/ 5/40
L0-2 No. 2	Interesting	10	12/ 7/40
L0-3 No. 3	Good	10	2/15/41
L0-4 No. 4	Good	11	3/29/41

RKO-RADIO 1939-40

DISNEY CARTOONS (18) (Tech.)			
4105 Bill Poster	Very Good	8	5/25/40
4107 Bone Trouble		9	Not Rev.
4103 Donald's Dog Laundry	Very Funny	8	5/25/40
4109 Donald's Vacation	A Scream	8	8/10/40
4114 Fire Chief	Good	8	12/14/40
4113 Goofy's Glider	Excellent	8	12/14/40
4118 Little Whirlwind	Good	8	4/ 5/41
4106 Mr. Duck Steps Out	Swell	8	5/25/40
4112 Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101 Officer Duck	A Scream	8	9/16/39
4115 Pantry Pirate	Very Good	8	2/ 1/41
4110 Pluto's Dream House	Excellent	8	9/14/40
4117 Pluto's Playmate	Excellent	8	3/ 1/41
4108 Put-Put Troubles		7	Not Rev.
4102 Riveters	A Howl	7	5/25/40
4116 Timber	A Howl	8	3/ 1/41
4104 Tugboat Mickey	Excellent	8	5/25/40
4111 Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
3401 Act Your Age	Extremely Funny	18	10/ 7/39
3402 Kennedy the Great		19	Not Rev.
3404 Mutiny in the County		17	Not Rev.
3403 Slightly at Sea		16	Not Rev.
3405 'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
4201 No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202 No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203 No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204 No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205 No. 5 (Chris. Morley)	Good	11	2/10/40
4206 No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207 No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208 No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209 No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210 No. 10 (Deems Taylor)	Good	11	6/15/40
4211 No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212 No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213 No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
3704 Bested by a Beard		20	Not Rev.
3703 Scrappily Married		20	Not Rev.
3702 Truth Aches		19	Not Rev.
3701 Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
3108 Canada at War	Interesting	18	3/ 9/40
3109 America's Youth—1940	Satisfactory	19	4/13/40
3110 Philippines	Interesting	19	5/11/40
3111 U. S. Navy	Good	19	6/ 8/40
3112 Spoils of Conquest	Good	17	8/10/40
3113 Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
3201 Blamed For a Blonde	Very Funny	19	10/ 7/39
3203 Chicken Feed		18	Not Rev.
3202 Coat Tales		18	Not Rev.
3205 Goodness a Ghost		16	Not Rev.
3204 Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
3502 Bandits and Ballads		17	Not Rev.
3504 Coralling a School Marm	Good	20	8/10/40
3501 Cupid Rides the Range	Very Good	18	9/16/39
3503 Molly Cures a Cowboy		19	Not Rev.

RKO-RADIO 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
	REELISMS (13)			
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
	SPORTSCOPES (13)			
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	8	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

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	DISNEY CARTOONS (18) (Tech.)			
14103	Baggage Buster	Hilarious	7	5/10/41
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
14104	Good Time for a Dime	Excellent	8	5/10/41
	EDGAR KENNEDY (6)			
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4/12/41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
	INFORMATION PLEASE (13)			
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
14209	No. 9 (Alice Marble)	Excellent	11	5/10/41
	LEON ERROL (6)			
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13702	Tattle Talevision	Funny	19	11/16/40
13704	When Wifie's Away	Fair	20	4/ 5/41
	MARCH OF TIME (13)			
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41
13110	Crisis in the Atlantic	Timely	18	5/10/41
	RAY WHITLEY (4)			
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
13503	Red Skins & Red Heads	Poor	18	5/10/41
	PICTURE PEOPLE (13)			
14401	No. 1	Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41
	SPECIAL SUBJECT			
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
	SOUTH AMERICA (3)			
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14502	What's Happening in Argentina	Very Timely	10	4/12/41
	SPORTSCOPES (13)			
14307	Caballero College	Fair	9	3/ 1/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40
14309	Sword Soldiers	Technical	9	5/10/41

REPUBLIC 1940-41

	MEET THE STARS (12)			
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-5	Hollywood Meets the Navy	Timely	10	5/ 3/41
28-4	Los Angeles Examiner Benefit	Fair	10	4/26/41
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

		Comment	Running Time	Reviewed Issue Of
	ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
	DRIBBLE PUSS PARADE—LEW LEHR (6)			
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
	FASHION FORECASTS (4) (Tech.)			
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
	MAGIC CARPET OF MOVIETONE (6)			
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
	SPORTS REVIEWS—THORGERSEN (6)			
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
	TERRYTOONS (26) (10 in Tech.)			
510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent (Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

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	ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
	FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
	LEW LEHR COMEDIES (4)			
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
	MAGIC CARPET OF MOVIETONE (8)			
1106	Caribbean Sentinel	Good	10	4/26/41
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.
	RIPLEY'S BELIEVE IT OR NOT (4)			
1601	Acquited by the Sea	Excellent	10	10/12/40
	SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
	TERRYTOONS (26) (13 in Tech.)			
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1511	Dog's Dream		7	Not Rev.
1508	Fishing Made Easy	Fair	7	4/26/41
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)	Okay	7	4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1512	Magic Shell		7	Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold	Just a Cartoon	7	4/26/41
	WORLD TODAY—QUENTIN REYNOLDS			
1701	Battle of the Atlantic	Timely	10	4/19/41
1702	War in the Desert		10	Not Rev.

UNIVERSAL 1939-40

		Comment	Running Time	Reviewed Issue Of
	CARTUNES (13) WALTER LANTZ (Tech.)			
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
	GOING PLACES (15)			
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
	MUSICALS (13)			
4221	Boy Meets Joy	Good Diversion	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232	Varsity Vanities	Swing Session	18	8/ 3/40
	SPECIAL SUBJECT (1)			
4110	March of Freedom	Well Done	20	5/20/39
	STRANGER THAN FICTION (15)			
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

1940-41

	CARTOONS (13) (Tech.)			
5241	Crazy House	Satisfactory	8	10/12/40
5249	Dizzy Kiddie		8	Not Rev.
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5248	Scrub Me, Mama, With a Boogie Beat			
5244	Syncopated Sioux	Clever	7	12/28/40
	GOING PLACES (15)			
5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12/28/40
5355	85—Hunting on Top of the World	Fascinating	9	12/28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones	Amusing	10	4/12/41
5360	Modern Way Down East		10	Not Rev.
5361	Trail of Father Kino		10	Not Rev.
	MUSICALS—TWO REEL (13)			
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5228	Jumpin' Jazz		18	Not Rev.
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5229	Shadows in Swing		18	Not Rev.
5224	Tickled Pinky	Rustic Rhythm	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
	SPECIAL SUBJECT (1)			
5110	Swing with Bing	Excellent	18	4/13/40
	STRANGER THAN FICTION (15)			
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41
5380	No. 90		9	Not Rev.
5381	No. 91		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

		Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2/24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/23/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch.	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)				
5316	Bears' Tale		7	Not Rev.
5312	Busy Bakers		7	Not Rev.
5322	Ceiling Hero		7	Not Rev.
5321	Circus Today	Clever	7	7/ 6/40
5315	Confederate Honey		7	Not Rev.
5314	Cross Country Detours	A Knockout	7	4/13/40
5309	Curious Puppy		7	Not Rev.
5310	Early Worm Gets the Bird		7	Not Rev.
5323	Egg Collector		7	Not Rev.
5313	Elmer's Candid Camera		7	Not Rev.
5306	Fagin's Freshmen	Amusing	7	11/25/39
5305	Fresh Fish	Swell	7	11/ 4/39
5319	Gander at Mother Goose	Good	7	5/18/40
5325	Ghost Wanted	Amusing	7	10/26/40
5304	Good Egg		7	Not Rev.
5317	Hardship of Miles Standish		7	Not Rev.
5303	Land of the Midnight Fun	Superb	7	9/23/39
5326	Little Blabbermouse	Amusing	7	8/ 3/40
5302	Little Lion Hunter		7	Not Rev.
5311	Mighty Hunters	Pleasing	7	2/17/40
5308	Screwball Football	Swell Cartoon	7	12/30/39
5301	Sioux Me	Clever	7	9/ 9/39
5307	Sniffles and Bookworm	Cute	7	2/24/40
5318	Sniffles Takes a Trip		7	Not Rev.
5320	Tom Thumb in Trouble	Cute	7	6/15/40
5324	Wild Hare		7	Not Rev.
SPECIAL RELEASE				
	Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)				
5706	All Girl Revue		7	Not Rev.
5704	No Parking	Fairly Funny	10	4/13/40
5703	Organ Novelty	Fair	9	11/11/39
5705	Radio and Relatives		10	Not Rev.
5702	Sword Fishing	Exciting	10	10/ 7/39
5701	Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)				
6202	Alice in Movieland	Superlative	20	11/30/40
6204	Dog in the Orchard	Meritorious	20	1/18/41
6201	Just a Cute Kid		20	Not Rev.
6203	Mack Sennett Revival		20	Not Rev.
6206	Seeing Eye	Poignant	20	4/ 5/41
6207	Sockeroo		20	Not Rev.
6205	Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)				
6102	Lady and the Lug		19	Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	8/31/40
6103	Throwing a Party		20	Not Rev.

VITAPHONE 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
HOLLYWOOD NOVELTIES (10)				
6304	History Repeats Itself	Good	10	9/30/39
6301	Football Highlights	Rockne Build-up	10	8/31/40
6303	Mexican Jumping Beans	Very Good	10	11/30/40
6302	Shark Hunting	Exciting	10	8/ 3/40
6305	Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)				
6601	Calling Dr. Porky		7	Not Rev.
6607	Haunted Mouse	Very Good	7	3/15/41
6608	Joe Glow the Firefly		7	Not Rev.
6602	Pre-Historic Porky	Clever	7	11/ 2/40
6611	Porky's Ant		7	Not Rev.
6609	Porky's Bear Facts	Amusing	7	4/ 5/41
6604	Porky's Hired Hand	Good	7	12/28/40
6610	Porky's Preview	Amusing	7	4/26/41
6606	Porky's Snooze Reel		7	Not Rev.
6603	Sour Puss	Satisfactory	7	11/30/40
6605	Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)				
6506	Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505	Henry Busse & Orch.	Good	10	11/30/40
6504	Skinny Ennis & Orch.	Good	10	12/28/40
6503	Jan Garber & Orch.		10	Not Rev.
6508	Marie Green & Her Merrie Men	Lively	10	5/ 3/41
6501	Matty Malneck	Snappy	10	8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)				
6706	Bed Time for Sniffles		7	Not Rev.
6713	Cat's Tale	Good	7	4/ 5/41
6712	Crackpot Quail		7	Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	12/28/40
6718	Farm Frolics		7	Not Rev.
6710	Fighting 69½	Good	7	1/18/41
6704	Good Night Elmer		7	Not Rev.
6715	Goofy Groceries	Novel	7	4/ 5/41
6703	Holiday Highlights	Swell Satire	7	11/ 2/40
6719	Hollywood Steps Out		7	Not Rev.
6701	Malibu Beach Party	Grade A	7	8/31/40
6707	Of Fox and Hound		7	Not Rev.
6708	Shop, Look and Listen	Good	7	12/28/40
6711	Sniffles Bells the Cat	Fair	7	3/15/41
6702	Stage Fright	Satisfactory	7	10/26/40
6714	Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716	Toy Trouble	Good	7	5/ 3/41
6717	Trial of Mr. Wolf	Very Good	7	4/26/41
6705	Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)				
6001	Flag of Humanity	Splendid	20	10/26/40
6005	Hunting the Hard Way (Not Tech.)		20	Not Rev.
6002	March on Marines	Excellent	20	12/28/40
6003	Meet the Fleet	Excellent	20	1/18/41
6004	Wings of Steel	Excellent	20	5/ 3/41
SPECIAL SUBJECTS				
	Christmas Under Fire	Heart Appeal	10	1/18/41
	London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)				
6407	Big Bill Tilden	For Tennis Fan	10	5/ 3/41
6404	California Thoroughbreds	Interesting	10	12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	8/31/40
6405	Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401	Fly Fishing	For Anglers	10	10/26/40
6406	Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

	Aida (Guaranteed)	For Music Lovers	9	5/11/40
	Heroic Greece (Norton)	Timely	10	3/ 1/40
	In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
	Norway's Fate (Hoffberg)	Fair	10	5/18/40
	On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
	Our Constitution (Prod.)	Inspiring	19	5/ 3/41
	Our Declaration of Independence (Prod.)	Timely	19	5/ 3/41
	Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
	Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
Spider Returns	15 Chaps.	5/10/41
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

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MAY 14 1941

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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John H. Harris

Vol. 34 No. 17

May 17
1941



GUESS



WHO?

It's William Powell and we're printing it because we want you to get an idea of why Hollywood says "Bill Powell and Myrna Loy in 'Love Crazy' is one of the funniest pictures ever made!" Hollywood is also saying: "Watch that M-G-M Studio!" One after another: Spencer Tracy, Mickey Rooney in "Men of Boys Town"; "Ziegfeld Girl" starring James Stewart, Judy Garland, Hedy Lamarr, Lana Turner; William Powell, Myrna Loy in "Love Crazy"; Joan Crawford, Melvyn Douglas in the prize picture "A Woman's Face"; Robert Taylor in the Technicolor production "Billy The Kid" and a flock of other LION'S ROARing hits!

The Editorial Page

"The Heart of Showbusiness"

As this issue goes to press some twelve hundred Variety Club Barkers, guests and representatives from all branches of the motion picture industry, are participating in the greatest turnout this industry has ever witnessed.

It is the seventh annual convention of the Variety Clubs and each year it becomes a bigger and better function. Those who predicted in Dallas last year that the top in conventions had been reached will know better when the complete report about Atlantic City has been released.

All of this is not because of high pressure salesmanship or theatrical ballyhoo. The national convention gets bigger every year because the Variety Clubs are serious organizations banded together to bring a measure of happiness and comfort and cheer to the thousands and thousands of under-privileged kiddies reached by the helping hand of this magnificently inspired group of men associated with showbusiness.

In every center where Variety Clubs are represented there is visible evidence of the good the movement is dedicated to advance. There is more prestige for the industry, and more cordial business relationships.

Our industry desperately needs the Variety Clubs. Against the onslaught of criticism, unwarranted attacks on our industry by mud slingers in great profusion, against all these and others too, stand the Variety Clubs of America with a vast majority of their membership recruited from the movie industry, to show all and sundry that the movie business has a heart, is interested in something other than making money.

The amazing thing is that our industry has taken so long to recognize officially or pay the attention it deserves to this great movement by lending all-out official cooperation through encouraging its many and widely distributed employes to become Variety Club Barkers and take an active part in the affairs of this great organization.

To all the barkers in attendance at the convention, to those who couldn't make the trip to Atlantic City, to the friends and supporters of The Variety Clubs of America everywhere, we extend hearty greetings and sincere wishes for as much success in the future as you have achieved and enjoyed in the past. And may your heart, the Heart of Showbusiness, beat stronger each year until that vigorous, growing body becomes equal to the task of taking your inspiring work of mercy and charity to every exchange center in the United States.

Minn. and Bill

Minnesota, that fertile field for the sowing of seeds that grow into legislation, has become a battle ground on which the issue of blocks-of-five or old-style film selling may be joined. Some contracts (pre-decree style) have been written, though at this writing they have not received official approval at home offices. The signers of the decree have as yet to announce their final decision as to how, what and when they will start selling pictures in the territory. Meanwhile, valuable time and energy are being consumed in an effort to get rid of the fly that was thrown into the ointment by the Minnesota anti-five-bill.

Maybe Minnesota theatremen will like what they get better than what would come if they gave the consent decree system a fair trial. Maybe on the other hand, they'll get to like the newer system when they see it at work in other territories. If so there's always a way to get a bill that will kill another bill. But in the meantime, Minn. and its Bill are a pain in the neck for many men and organizations within the industry.

▲ ▲ ▲

Premieres

"Major Barbara" had its New York premiere in that aura of bright lights and many celebrities fitting to the introduction of a picture of which England can well be proud. Shaw and Pascal score again!

RCA demonstrated what can be expected of theatre television to an audience of 1200 at the New Yorker Theatre in New York last week. The event was marked by an atmosphere of expectancy, of a little awe—as though all within the theatre, as well as many who appeared before the cameras to be seen via television, were witnessing a historic event. Only the judges who gave the decision to Soose seemed uncooperative, as most in the theatre seemed to feel that something was wrong, and maybe the television made them think Overlin was Soose and vice versa.

Theatre television has a long way to go—which is not to say that it isn't going there, and possibly fast. At this writing the most astonishing speed of development still would leave television with a future that lies well ahead, for there are many things to be accomplished before this marvelous invention can find general commercial application in any considerable number of theatres.

—"CHICK" LEWIS

MPTOA Meet To Have Forum

Exhibitor Problems to Get Round Table Discussion

One of the features of the forthcoming 21st annual convention of the MPTOA to be held in Los Angeles at the Ambassador Hotel on June 9-12, with which this year's meeting of the PCCITO will be combined, will be a round table forum for concise reports and addresses by MPTOA exhibitor leaders and leading exhibitors on what goes on in their own sections of the country and in their own organizations, according to a bulletin issued this week by Ed Kuykendall, MPTOA president.

A wide range of exhibitor problems will be covered in the forum, Kuykendall points out, "including taxes, legislation, sales policies, contract terms, buying problems, building and safety regulations, non-theatricals, radio competition, use of games, giveaways, premiums, screen advertising, cut-rate admissions, double features, roadshows, previews, drive-in theatres, clearance and run problems, overbuying to deprive a competitor of pictures, music tax legislation, national defense activities, cooperation with civic organizations, schools and clubs, cooperative advertising, overbuilding, modernization of theatres, night baseball, dog racing, daylight saving time, etc."

Y. Frank Freeman, Walter Wanger, Frank Capra, Edward Arnold, Sheridan Gibney and a number of other prominent industry folk are expected to be among the speakers at the convention.

Participating in the forum will be Charles H. Arrington, Rocky Mount, N. C.; R. R. Biechele, Kansas City; Max A. Cohen, New York; E. M. Fay, Providence; L. C. Griffith, Oklahoma City; H. V. Harvey, San Francisco; A. C. Hayman, Buffalo; S. J. Hyman, Huntington, W. Va.; J. M. Hone, Seattle; O. C. Lam, Rome, Ga.; Arthur H. Lockwood, Boston; Morris Loewenstein, Oklahoma City; Sidney Lust, Washington, D. C.; Morris Leonard, Chicago; M. C. Moore, Jacksonville, Fla.; Samuel Pinanaki, Boston, Benjamin Pitts, Fredricksburg, Va.; Lewen Pizor, Philadelphia; Roy L. Walker, Lampasas, Texas; Fred Wehrenberg, St. Louis; R. X. Williams, Jr., Oxford, Miss.

'U' to Have Half of '41-42 Program Ready by Sept. 1

Universal will have approximately half of its entire 1941-42 program completed by Sept. 1, under production plans revealed this week. A total of 32 units of production will be ready for delivery, or in the cutting rooms, by that date, according to studio officials. With 65 as the number of pictures announced last February, several top-budgeted productions are scheduled for filming during the summer months.

Creating Interest

The timeliness of its theme including a sequence showing Spencer Tracy being drafted is creating considerable interest in "Sky Devils," according to Astor Pictures officials. The film is now playing the M & P circuit in New England.

Among Those Who Saw Theatre Television



The exhibitors and supply dealers pictured above were among the 1,200 industry people who attended a demonstration of theatre television at the New Yorker Theatre in New York last week. In the photograph are Harold Blumenthal of the Fabian Circuit; Ben Perse, Capitol Motion Picture Supply Co.; Samuel Rosen, Fabian Circuit; W. W. Jones, District Service Manager, RCA; Harry Hecht and Maurice J. Miller of the Hecht Circuit; Harry Perse, Capitol Motion Picture Supply; and Al Reid, Fabian Circuit.

Theatre Tele Gets Premiere

Equipment Demonstrated With Varied Program to Show Application to Various Fields; See Installations Delayed

RCA theatre television equipment was given its first demonstration to an invited audience of 1,200 at the New Yorker Theatre, New York, last Friday night, with a program varied to show the newly developed medium's application to the entertainment and semi-entertainment field.

The presentation included sight and sound of Lowell Thomas reporting news items, a round-table discussion of television's prospects as a theatre attraction, a radio program play, the Overlin-Soose middle-weight championship bout at Madison Square Garden, a newsreel, and a close-up of Lucy Monroe singing the Star Spangled Banner.

These presentations were projected onto a screen 15 by 20 feet giving images of approximately the same dimensions as those of the average motion picture scenes.

Quality of the pictures was at best about fifty per cent of the average good motion picture presentation. How soon the equipment now available will find widespread application to the theatre is still a matter of conjecture in the opinion of several prominent motion picture executives who were present at the demonstration. Through vice-president T. F. Joyce, RCA again stressed the previously announced policy of the company to adhere to manufacture of the equipment and leave the production of programs to other interests, preferably organizations which are now in the entertainment business. Until a flow of such attractions is assured, theatremen said, there cannot be any considerable activity along the lines of installing the equipment. At present estimates a theatre installation equivalent to that demonstrated at the New Yorker Theatre would cost $30,000, with wire service and programs to be an additional cost, based, according to present speculation, upon a per-seat system.

The audience generally seemed to find the pictures, while far below motion picture standards, adequate for the novelty of the medium at its present stage.

Kuykendall, Wood Oppose Rental Tax

Ask Broader Application Of Levy on Admissions

Ed Kuykendall, president of the MPTOA and Pete Wood, secretary of the ITO of Ohio, appeared before the Ways and Means Committee of the House last Friday to oppose the plan to tax film rentals five per cent. Kuykendall pointed out that many exhibitors would be well satisfied with a profit of five per cent of film rentals and that any such levy would be paid by the exhibitors, who were already struggling to make both ends meet.

Both were in agreement in asking the committee to lift the exemptions from the admission tax now enjoyed by charitable and religious organizations and also on the question of starting the admission tax at the very first penny, with the exception, however, of children's tickets.

Kuykendall asked an amendment to the tax laws to bring religious and charitable organizations, pool parlors, billiard parlors, bowling alleys, etc. within their scope. In his plea to the committee, Wood emphasized this point, stating that in Ohio alone, the Government could collect $15,000,000 annually by taxing Bingo games.

Johnson Leaves NSS to Join RKO at Dallas

Oklahoma City—Harold Johnson, office manager for National Screen Service here, has resigned to become assistant booker for the RKO exchange at Dallas. Succeeding him as office manager is Bob Smith, former head shipper.

Breen Joins RKO Radio

Becomes General Manager In Charge of the Studio

Joseph I. Breen has signed a long-term contract with RKO Radio, it was revealed this week by George J. Schaefer, president.

Breen, who recently resigned his post of Administrating Director of the Production Code Administration of the MPPDA, will be general manager in charge of the studio and will be elected vice-president at the next meeting of the Board. He will take over his new duties shortly.

A native of Philadelphia, Breen became identified with the MPPDA in January, 1930, as assistant to Will Hays. He continued in that capacity until 1933 when he assisted in organizing the Association's Production Code Administration, which he directed for eight years until his recent resignation.

Boston Theatrical Post First To Buy $500 Defense Bond

Boston — The Lt. A. Vernon Macaulay Post No. 270 American Legion is the first theatrical post in the country to buy a $500 Government Defense Bond, according to Harry Browning, adjutant of the post and publicity and advertising manager of M & P Theatres. The purchase inaugurates a plan whereby each year for ten years a $500 bond will be added to the post's permanent savings fund.

JOHN H. HARRIS

(The Man on the Cover)

National Chief Barker of the Variety Clubs of America, presiding at the annual convention this week in Atlantic City.

SHOWMEN'S Trade Review

Vol. 34, No. 17 May 17, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, 1 Elliott St., Homebush, Sydney, Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

May 27: Annual Film Daily Golf Tournament, Glen Oaks Club, Great Neck, L. I.
June 6: Film Bookers Club of Chicago annual dinner-dance, Sherman Hotel.
June 8-12: MPTOA annual convention, Los Angeles.
June 8-12: PCC of ITO annual convention, Los Angeles.
June 11-13: New Jersey Allied convention, Ritz Carlton Hotel, Atlantic City.
June 16-19: RKO Sales Convention, Waldorf-Astoria, New York.
June 24: Boston Variety Club charity ball.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Realign WB H. O. Ad-Publicity Dept.

Move Follows Einfeld, Blumenstock Conferences

Realignment of duties in the home office advertising and publicity department of Warner Bros., to take effect immediately, was announced this week following conferences between Charles Einfeld, advertising and publicity director, and Mort Blumenstock, in charge of Eastern advertising and publicity.

Gil Golden will be in charge of all consumer advertising, while Paul Lazarus, Jr. has been given new duties which will include trade paper advertising and trade paper promotion.

Sid Rechetnik has been promoted to press book editor and exhibitor service. Lee Blumberg has been promoted to take charge of the field exploitation department.

Formerly editor of *Film Daily* and *Radio Daily*, Don Gillette joins the department as trade paper contact and editor of the house organ.

Morton Gerber has been promoted to head of the Vitaphone short subjects publicity department.

Irving Jacocks to Again Head Connecticut MPTO

New Haven—At the annual election held this week at Ceriani's, Irving C. Jacocks, Jr., who presided, was again elected president of the Connecticut MPTO. Other officials chosen were Adolph Johnson, Max Backman, vice-presidents; Herman Levy, executive secretary; George Wilkinson, Jr., treasurer. All board officers were re-elected, and added were Hy Fine, B. E. Hoffman, Arthur Lockwood, Al Robbins, Peter Perakos, Samuel Rosen, Harry Shaw, Erwin Wheeler, Ed Wynn Raffile, Lou Schaefer.

Grainger Sets Dates for Republic Regional Meets

Hollywood—Dates for Republic quarterly regional meetings were set this week by President James R. Grainger. First will be held at the studios, May 19-20; the second, a combined meeting of the midwest and south, is set for May 22-23 in Chicago, and the third is scheduled for May 27-28 in New York City.

1,200 BARKERS VISIT ATLANTIC CITY

Variety Club Rally Is Biggest Ever; Hollywood Stars Attend Big Event

More than 1,200 delegates and guests were on hand for the seventh and biggest annual convention of the Variety Clubs of America, here, this week-end. The vanguard of the conventioneers started arriving as early as Tuesday and Wednesday found them pouring in, with mass arrivals taking place on Thursday.

Perfect summer weather prevailed during the first day of the convention and promises were made by the Chamber of Commerce, Mayor and City Council that it would continue.

The first gathering of the conventioneers was at the producer-exhibitor forum Thursday afternoon at which outstanding exhibitors, circuit and independent, together with producers and distributor representatives discussed production methods, plans and costs. All of the major companies were participating in the plans to welcome or entertain delegates and reservations for home office executives exceeded in number those for any other industry affair.

The first evening of the convention was devoted to a monster boxing show under the supervision of the Boxing Commissioners of New Jersey and Pennsylvania.

The only business sessions were scheduled to take place on Friday. At these sessions, the attendance trophies were to be awarded, national officers elected, charity activities reviewed and notes compared on other phases of Variety.

Friday night is scheduled as the Variety Club Night of Nights at the Westminster Room of the Hotel Chelsea. Plenty of entertainment is on the program to make this a never-to-be-forgotten affair.

Saturday morning will bring the golf tournament in which John Howard, last year's winner, will defend the trophy against some powerful contenders. In the afternoon, there will be a monster Boardwalk Parade with bands, floats, Barkers in costume and the performers of the Variety Club Circus led by Gene Autry, who will then perform in the Auditorium. Several thousand kids from local institutions will be guests at this affair.

Following the circus, United Artists will be host at a cocktail party, with executives, producers and stars present to greet the delegates.

Saturday evening the banquet will take place with so many dignitaries that there will be three levels of head tables. Lord Halifax, British Ambassador; Secretary of Commerce Jesse Jones, several Senators, Congressmen and Governors and a host of Hollywood stars will be there. The latter include Errol Flynn, Dorothy Lamour, Patricia Morison, Ray Milland, Charles Laughton, John Payne, Simone Simon, Phil Regan, Anne Shirley, Lew Ayres, Laraine Day, Frank Morgan, Fay Wray, Edward Norris, Wayne Morris, Gail Patrick and Carole Landis.

Will Honor Newbury at ATO of N. J. Meeting

Atlantic City—Officers and large delegations from the various units of national Allied will come here June 11-13 to attend the 22nd annual ATO of New Jersey convention and Eastern Regional Conference of Independent Exhibitors to be held at the Ritz-Carlton Hotel. Lee Newbury, president, will be honored at a testimonial banquet "for his untiring efforts in behalf of the independent theatre owner in the State of New Jersey." A Night Club party will be held in the Nomad Club.

Illinois Women's Clubs Vote for Single Features

Chicago—Single feature programs were the choice of 73 per cent of the Associate Clubs of Illinois Federation of Women's Clubs in convention at the Sherman Hotel here this week.

Columbia to Hold 2 National Sales Meets

Columbia will hold two national sales conventions, the first to be designated as a national executive sales meeting, marking a radical departure from the company's usual policy, it was announced this week by Abe Montague, general sales manager. Only top executives will convene in the first two-day session, to be held in Chicago June 7-8, at which time plans for the second national sales convention, to be attended by the entire sales force, will be decided.

Gittelson Heads Committee

Harry Gittelson heads the golf tournament committee for RKO's annual tournament scheduled for the Westchester Country Club, Rye, New York, on May 20. Additional members of the committee include C. S. Fretz, Arthur White, J. J. Jones, Jim Mulhall, Sol Berman, Al Tuchman and Jack Quirk.





Debate Fight On Minn. Law

Three Courses Seen Open; No Contracts Approved

Considerable divergence of opinion has been expressed in the past week on the Minnesota law banning selling of pictures in blocks of five. The law will be definitely enforced and any hopes that distributors might have held that its actual operation would be deferred by stipulation pending determination of its constitutionality, have been blasted.

Some contracts have been taken by some of the companies since the signing of the bill by Gov. Stassen, but it appears likely that none of them will be approved by home offices for the time being, with few exceptions.

The five major companies who signed the consent decree were said to be considering various courses. One was the possibility that they would establish offices in Hudson, Wisc., and do their selling from there. Another was to appeal to Federal Judge Goddard to lift the restrictions on block booking in the consent decree as far as Minnesota is concerned. A third course open to the majors was to file suit to test the validity of the Minnesota law.

Universal was said to be taking contracts embodying the 20 per cent cancellation required under the law, but none has been approved as yet. Columbia has made no decision as to its course. United Artists was considering joining the five majors to contest the law or filing its own suit, with the same end in view. Monogram has taken contracts under the law with a 20 per cent cancellation stamped in, but none have been approved yet. Republic in Minneapolis took one contract with the clause included, but the home office has not approved it.

Koerner to Head RKO Theatres

Appointment of Charles Koerner as general manager in charge of all RKO theatres was announced last week-end. Koerner left his duties as West Coast division manager this week to make his headquarters in New York, succeeding John J. O'Connor. He joined RKO in 1931 as Southern division head, later handling upper New York and subsequently the New England territory.

Fred Meyers, head booker who resigned with O'Connor, was succeeded by Max Fellerman, who has been with Pathe and RKO for 25 years.

104 Films Seen by Chicago Censor Board

Chicago—Although the Chicago Censor Board reviewed 104 films during the past four weeks, it rejected none, made only 30 cuts and picked six for adult audiences. Lieut. Harry Costello, director, commented that film quality is improving.

Lucky Boys Present Plaque to Autry



The Boys' Athletic League of New York took their annual poll of the boys of the United States who voted Republic's Gene Autry their favorite movie star. When Gene broadcast from New York recently, five lucky boys were chosen to present a plaque to Autry in behalf of the Boys' Athletic League. Here we see Autry receiving the plaque from the head of the boys' delegation, while the rest of the committee and Autry's cowboy band look on.

Four Arbitration Cases Filed

Salt Lake City, Memphis Get 1st Cases; 12th in N. Y.

Four arbitration complaints were filed this week, two of them in Tribunals which had not previously had a single demand for arbitration. One of these was Salt Lake City and the other in Memphis. New York, which has by far the greatest number of cases, had a 12th this week.

The Park Theatre, Red Lodge, Mont., and the Royal Theatre, Laurel, Mont., make a joint demand for adjustment in clearance in the Salt Lake City complaint. Warner Bros., 20th-Fox and Paramount are named in the complaint, which seeks readjustment of the clearance setup within the entire area of which the two theatres are a part.

Charging that Loew's, Inc. has refused to license product although the theatre meets all requirements under the Consent Decree, the Camden Theatre, Camden, Ark., seeks relief in the Memphis Tribunal.

The West End Theatre, Newark, N. J., naming the majors, seeks reduction of the 14 days' clearance of the Ritz and Savoy Theatres, in that city, to seven days.

Warner Bros., RKO and Paramount, and the Lincoln Theatre were named in an arbitration complaint filed in the Charlotte Tribunal by the Lafayette Theatre, Winston-Salem, asking for some run.

Kuykendall and Pettijohn Speak at NFC Convention

Short addresses were made by Ed Kuykendall and C. C. Pettijohn at an open luncheon held during the eighth annual convention of the National Film Carriers this week at the Park Central Hotel. Problems on film handling and shipping were discussed at one of the sessions between a distributors committee and representatives of the NFC. James P. Clark, president, presided at the meetings.

ARBITRATION at a GLANCE

Complainant and Complaint	Defendants	Disposition
	ALBANY TRIBUNAL	
American Theatre Canton, N. Y. **Clearance**	RKO, Warner Bros. and Strand and Pontiac Theatres, Ogdensburg, N. Y.	
	BOSTON TRIBUNAL	
Grand Theatre Whittenton, Mass. **Clearance**	Major distributors; also Strand and Park Theatres, Taunton, Mass.	
Park Theatre Nashua, N. H. **Some run**	Major distributors	MGM settled before hearing; Arbitrator Arthur L. Brown granted "some run" after hearing case against four remaining defendants
Three theatres Operated by Lucien des Coteau Manchester, N. H. **Clearance**	Major distributors	
York & Capitol Theatres Athol, Mass. **Clearance**	Major distributors	
	BUFFALO TRIBUNAL	
Carlson Theatre Mayville, N. Y. **Clearance**	Major distributors	Complaint withdrawn
Genessee Theatre Mt. Morris, N. Y. **Some run**	20th-Fox and Paramount	Settled
Marlowe Theatre Buffalo **Clearance**	Major distributors and Niagara Theatre	

(Continued on Page 11)

Richey Urges New Selling

Sees Other Amusements Increasingly Effective

Little Rock, Ark.—A new type of showmanship is needed to combat the increasingly effective competition of other forms of amusement, including baseball, radio, etc., declared H. M. Richey, MGM Director of Exhibitor Relations, in a talk before the ITO of Arkansas Convention here this week.

"I believe we are being out-ballyhooed, we are being out-advertised, we are having to contend with a type of showmanship new in the history of the motion picture business, and which is going to require a new type of showmanship among ourselves if we are to be as successful as we all have a right to expect," he said.

Richey also commented on the consent decree, pointing out that the relatively small number of arbitration complaints, which if continued would be at the rate of about 300 a year, should be considered in the light of the more than 100,000 contracts written, indicating that the distribution system in its relations with exhibitors is 98.4 per cent effective.

Digressing to the new Minnesota law, Richey opined that it seemed ill-advised to revert to the former practice of block-booking until selling under the blocks-of-five plan has a chance.

W. E. Malin of Augusta was named new president of the Arkansas ITO, succeeding O. G. Wren of this city. Other officers elected include: Claude C. Mundo, Little Rock, vice-president; L. F. Have, Jr., Forrest City, secretary; K. K. King, Searcy, board chairman.

'Sunny' Premiere Set for May 28 in San Francisco

San Francisco—World premiere of "Sunny," musical starring Anna Neagle, will take place at the Golden Gate Theatre here on May 28. Miss Neagle, Ray Bolger, the Hartmans and others of the cast will come from Hollywood for the opening festivities. Premiere arrangements will be handled by Terry Turner, head of RKO Radio's field staff, who is scheduled to arrive on the Coast this week from New York.

Wis.-Mich. ITPA Plans Regional Meet for June 4

Milwaukee—Chippewa Falls is expected to be the scene of a regional meeting of the ITPA of Wisconsin and Upper Michigan, in connection with a similar gathering of the Allied Theatres of the Northwest, on June 4, according to present plans. William Smith, Menominie, Wis., is zone captain and chairman of the meeting.

Handling 'Kane' Publicity

George Gomperts has taken over the publicity assignment for "Citizen Kane" during its run at the Palace.


funny
HE
SUNNY
SHOW FOR HAPPY DAYS!


The great, big show that's all aglow with
JEROME KERN'S best-loved song hits
. . . Alive with the dancing of Ray Bolger
and the Hartmans . . . Glittering with
gay Mardi Gras romance and laughs.
with RAY BOLG
EDW. EVERETT
HELEN WEST
Produ
HI


NEAGLE in
HN CARROLL
FRIEDA INESCORT
THE HARTMANS
Directed by
WILCOX
Play by Sig Herzig
he Musical Comedy
nny" • Book and
by Otto Harbach
scar Hammerstein II

She'll steal your heart away...
She'll make you dream all day...

WHO? *No one but "Sunny" Anna Neagle, in this world of gaiety and laughter spinning around romance as warm as its own New Orleans nights . . . .*

AN OUTSTANDING SPECIAL ATTRACTION..
NOW BOOKING!



Anna Neagle in SUNNY

with **RAY BOLGER · JOHN CARROL**
EDW. EVERETT HORTON · FRIEDA INESCOR
HELEN WESTLEY *and* **THE HARTMAN**

Produced and Directed by **HERBERT WILCO**

Screen Play by Sig Herzig • From the Musical Comedy — "Sunn
Book and Lyrics by Otto Harbach and Oscar Hammerstein

RKO RADIO PICTURES

LITHO U.S.A.

ROME
ERN *hits they'll*
e whistling and
singing:
"WHO?" ★ "D'YA LOVE
ME?" ★ "SUNNY"
"TWO LITTLE LOVE
BIRDS"

THE ARBITRATION SITUATION AT A GLANCE

(Continued from Page 6)

Complainant and Complaint	Defendants	Disposition
Sun Theatre Rochester, N. Y. **Clearance**	All majors except RKO	Withdrawn
	CHARLOTTE TRIBUNAL	
Patricia Theatre Aiken, S. C. **Clearance**	Major distributors; also Imperial, Dreamland and Rialto Theatres, Augusta, S. C.	
	CHICAGO TRIBUNAL	
Ken Theatre Chicago **Specific run**	RKO, Paramount and 20th-Fox	Appeal pending. Arbitrator C. P. Megan dismissed the complaint on technical grounds, holding that "specific run" cannot be sought before Aug. 31, 1941, under Consent Decree
State Theatre Morris, Ill. **Some run**	MGM, and Morris and Times Theatres, of the Anderson Circuit	Arbitrator Chas. Henkle ordered MGM to service the theatre
	CINCINNATI TRIBUNAL	
State, Ohio and Eden Theatres Newport, Ky. **Run and Clearance**	Warner Bros., Paramount, Loew's, Inc., and 20th-Fox; also Hippodrome and Strand Theatre	
	CLEVELAND TRIBUNAL	
Ellet Amusement Co. Akron, O. (for incompleted theatre) **Some run**	Five majors, Co-Operative Theatres of Ohio, Norka and Rialto Theatres, also two individuals	
	DALLAS TRIBUNAL	
Campus Theatre College Station Texas **Clearance**	Major distributors; also Palace, Queens and Dixie Theatres, Bryan, Tex.	
Joseph's Drive-In Austin, Tex. **Some run**	Loew's, Inc., 20th-Fox and Warner Bros.	Settled
Normana Theatre El Campo, Tex. **Some run**	Major distributors	
	DENVER TRIBUNAL	
Longmont Theatre Longmont, Col. **Some run**	Seven majors, including three signatories of the consent decree	Complaint withdrawn; plaintiff assessed costs
Nile Theatre Mitchell, Neb. **Clearance**	Major distributors; also Egyptian, Bluffs and Oto Theatres, of Scottsbluff, Neb.; the Grove and Riviera, of Gering, Neb., and the Delmar, of Morrill, Neb.	
Star Theatre Fort Lupton, Col. **Withholding prints**	Major distributors and Rex Theatre, Brighton, Col.	
	DETROIT TRIBUNAL	
Booth Theatre Detroit **Clearance**	Warner Bros., Paramount, Whittier and East End, Theatres, Detroit	
Midtown Theatre Detroit **Clearance**	Paramount, Loew's, Inc., RKO, Warners; also Coliseum Theatre	
	LOS ANGELES TRIBUNAL	
Campus Theatre Hollywood, Cal. **Clearance**	Major distributors; also Hunley, Sunset and Clinton Theatres	
El Monte Theatre El Monte, Cal. **Clearance**	Consenting distributors, and Universal, Republic, United Artists and Wheeler Circuit of Alhambra, Cal.	
Mission Playhouse San Gabriel, Cal. **Clearance**	Major distributors	
	MEMPHIS TRIBUNAL	
Camden Theatre Camden, Ark. **Some run**	Loew's, Inc.	
	MILWAUKEE TRIBUNAL	
Grand Theatre New London, Wisc. **Clearance**	Major distributors	
Rex Theatre Evansville, Wisc. **Clearance**	Paramount; also named Jeffris Theatre, Janesville, Wisc.	
	MINNEAPOLIS TRIBUNAL	
Gayety Theatre Minneapolis **Some run**	Paramount and 20th-Fox	
White Bear Theatre White Bear Lake, Minn. **Some run**	MGM, Warner Bros., RKO, 20th-Fox and the State Theatre	
	NEW HAVEN TRIBUNAL	
Forest Theatre West Haven, Conn. **Clearance**	Major distributors and Rivoli Theatre, West Haven	
	NEW ORLEANS TRIBUNAL	
Modern Theatre New Orleans **Some run**	Paramount, MGM and Warner Bros. (three separate complaints)	Settled with MGM; Paramount complaint dismissed; Warner's case automatically dropped, theatre sold.

Complainant and Complaint	Defendants	Disposition
	NEW YORK CITY TRIBUNAL	
Cameo Theatre Jersey City **Clearance**	Major distributors and Skouras' Fulton, Apollo and Orient Theatres	Discontinued
Central Theatre Pearl River, N. Y. **Clearance**	Major distributors and Pascack Theatre, Westwood, N. J.	
Colony Theatre Sayreville, N. J. **Clearance**	Major distributors; also Capitol Theatre, South River, N. J.	
Forum Theatre Metuchen, N. J. **Clearance**	Major distributors, and Paramount, Oxford and Strand Theatres, Plainfield, N. J.	
Liberty Theatre Plainfield, N. J. **Clearance**	Four consenting distributors, Loew's, Inc. exeepted; also Strand, Paramount and Oxford Theatres, Plainfield	
Lyric Theatre Oyster Bay, L. I. **Clearance**	Major distributors; also Glen Theatre, Glen Cove, L. I., and Huntington Theatre, Huntington, L. I.; Regent Theatre, Bay Shore	
Majestic Theatre Paterson, N. J. **Clearance**	Major distributors; also State Theatre	
Ramsey Theatre Ramsey, N. J. **Clearance**	Major distributors; also Lafayette Theatre, Suffern, N. Y., Warner Theatre, Ridgewood, N. J.	
Regent Theatre Brooklyn, N. Y. **Clearance**	Major distributors	Settled before hearing before Arbitrator Julius Henry Cohen
Squire Theatre Great Neck, L. I. **Clearance**	Major distributors; also Playhouse Theatre, Great Neck	Pending
Temple Theatre Union City, N. J. **Clearance**	Major distributors; also Roosevelt Theatre, Union City, N. J.	
West End Theatre Newark, N. J. **Clearance**	Major distributors; also Ritz and Savoy Theatres	
	OKLAHOMA CITY TRIBUNAL	
Ritz Theatre Duncan, Okla. **Some run**	Warner Bros.	
	PHILADELPHIA TRIBUNAL	
Breeze Theatre Philadelphia **Clearance**	Warner Bros. Management Corp., Vitagraph, Paramount and 20th-Fox.	
Earle Theatre Newcastle, Del. **Some run**	Loew's, Inc., and Loew's Parkway Theatre, Wilmington, Del.	
Florence Theatre Florence, N. J. **Clearance**	Major distributors; also Fox Theatre, Burlington, N. J.	Dismissed
Hollywood Theatre Elizabethville, Pa. **Clearance**	MGM	
	PITTSBURGH TRIBUNAL	
Beacon Theatre Pittsburgh **Clearance**	Major distributors; also Squire Hill Theatre	
Eighteenth St. Theatre, Erie, Pa. **Some run**	Warner Bros., 20th-Fox, RKO and Paramount	
Majestic Theatre Ellwood City, Pa. **Some run**	RKO, 20th-Fox and Warner Bros.	
	PORTLAND TRIBUNAL	
Rialto Theatre Albany, Ore. **Some run**	MGM, 20th-Fox and Warner Bros.	
	SALT LAKE CITY TRIBUNAL	
Park Theatre Red Lodge, Mont. **Clearance**	Warner Bros., 20th-Fox and Paramount	
Royal Theatre Laurel, Mont. **Clearance**	Warner Bros., 20th-Fox and Paramount	
	ST. LOUIS TRIBUNAL	
Rialto Theatre Cape Girardeau, Mo. **Clearance**	RKO and Fox Midwest Agency Co., who operate Broadway and Orpheum Theatres	Settled
Sosna Theatre Mexico, Mo. **Some run**	Five consenting and four non-consenting distributors	Sosna directed to redraw and re-file his complaint because nonsigners were included.
	WASHINGTON TRIBUNAL	
Charles Theatre La Plata, Md. **Clearance**	Four consenting majors, except Warners; also Columbia	Complaint withdrawn; case settled
Westway Theatre Baltimore **Clearance**	20th-Fox, Warner Bros., United Artists and Durkee Circuit and MGM.	
Walbrook Theatre Baltimore **Clearance**	20th-Fox, Warner Bros., and the Durkee Circuit	Arbitrator E. B. Prettyman held clearance of Ambassador Theatre was reasonable, whereas clearance of Forrest and Gwynne Theatres was "unreasonable"; ordered reduction in latter

The Box Office Slant

Scattergood Pulls The Strings

(Hollywood Preview)

RKO-Radio **Drama** **67 mins.**

(Prod. No. 132—Nat'l Release, May 23)

AUDIENCE SLANT: (Family) If they like the homespun not-too-active dramas, this will register.

BOX OFFICE SLANT: Good enough to build over the first one of this series.

Cast: Guy Kibbee, Bobs Watson, Susan Peters, James Corner, Emma Dunn, Dink Trout, Paul White, Gordon Hart, Fern Emmett, 'Lasses White, Monte Blue, Carl Stockdale, Rex, others. **Credits:** Directed by Christy Cabanne. Produced by Jerrold T. Brandt and Frank Melford. Screenplay by Christy Cabanne, Bernard Schubert and John Krafft, based on Clarence Budington Kelland's stories. Director of photography, Jack McKenzie. Film editor, Desmond Marquette.

Plot: Bobs Watson runs away from a state home to find his father, Monte Blue, who escaped from prison. He comes to Coldriver and is taken in by Guy Kibbee. Susan Peters, the druggist's daughter, wants to marry James Corner, a young chemist. Her father holds the boy is too poor. Kibbee gets a full pardon for Blue to reunite father and son, promotes a buyer for the boy's formula, makes the marriage possible.

Comment: This is a creditable follow-up for the first one of the Scattergood Baines series, and will build more friends for itself and those to come among the fans who like series pictures of small town life. Added to the Kibbee draw, this one has also young Bobs Watson, whose skill at small boy crying roles has made him one of the best known of juvenile players. Monte Blue, playing the boy's father, turns in a performance which will start older fans talking. Susan Peters, borrowed from Warners, follows up the promises of her thus-far small parts and Jimmy Corner, a newcomer in the juvenile field, teams well with her. Rex, the dog, is well directed here and will add interest with many audiences. Spot announcements after the Scattergood Baines broadcasts, book store tieups on the Kelland books and plugging of Guy Kibbee, Bobs Watson and Rex will all help the draw.

Catchline: "Coldriver's sage in action on two fronts."

Dead Man's Shoes

Monogram **Drama** **65 mins.**

(Nat'l Release, Jan. 15)

AUDIENCE SLANT: (Adult) The English accents in a French story may confuse some audiences. As entertainment, it's fair.

BOX OFFICE SLANT: Lack of names precludes its being more than a program attraction.

Cast: Leslie Banks, Joan Marion, Geoffrey Akins, Wilfred Lawson, Judy Kelly, Nancy Price, Walter Hudd, Peter Bull, Henry Oscar, Ludwig Stossel. **Credits:** Directed by Thomas Bentley. Screenplay by Hans Kafkax and Nina Jarvis. Film editor, Monica Kimmick. Director of photography, Gunther Krampf. Director of production, Walter C. Mycroft.

Plot: Banks, wealthy industrialist, sues a paper which accused him of being a crook wanted by the police. He sues the paper and it develops that after the war, he was a victim of amnesia. Several people swear he is the thief but Lawson, a surprise witness, says the thief is dead. Later, tormented by doubts that he might be the thief, he goes to visit the thief's mother and then becomes sure of it. When Lawson attempts to blackmail him, he is killed by the thief's old girl friend, who did it to save him.

Comment: It's a bit thick, y'know, for the actors in a picture with a French background to be talking with Oxonian accents, equally thick. And there lies the principal fault of "Dead Man's Shoes" aside from a certain obtuseness in the plot. Several events are hardly connected with the main plot. The acting, by English standards, is acceptable and so probably is the direction and production. Recording could have been improved for American audiences, however. The end is in doubt all the time, but it seems to take a long time getting there, nevertheless. For a ballyhoo use a colored boy dressed as a ghost with copy stating that he shines "Dead Man's Shoes." Put footprints in lobby of an odd-sized pair of shoes and offer prizes to any who can fit "Dead Man's Shoes."

Catchline: "Reward for proof that a dead man is alive."

Legion of Decency Ratings

(For Week Ending May 17)

SUITABLE FOR GENERAL PATRONAGE

Emergency Landing — Her First Beau
The Nurse's Secret

SUITABLE FOR ADULTS ONLY

I'll Wait for You — Shining Victory
Singapore Woman

OBJECTIONABLE IN PART

One Night in Lisbon

King Of The Zombies

(Hollywood Preview)

Monogram **Horror-Comedy** **67 mins.**

(Nat'l Release, May 14)

AUDIENCE SLANT: (Adult) A good piece of entertainment for the horror fans.

BOX OFFICE SLANT: Okay for houses catering to this type of entertainment.

Cast: Dick Purcell, Joan Woodbury, Mantan Moreland, Henry Victor, John Archer, Patricia Stacey, Guy Usher, Marguerite Whitten, Leigh Whippen, Madame Sul-Te-Wan, Jimmy Davis, Lawrence Criner. **Credits:** Directed by Jean Yarborough. Screenplay by Edmond Kelso. Photography by Mack Stengler. Film editor, Richard Currier. Produced by Lindsley Parsons.

Plot: A plane carrying three men, crashes on an unknown island and the passengers aboard find themselves in the hands of a mad doctor who practices voodooism. He wrecks their radio, imprisons them and proceeds to hypnotize their Negro valet, turning him into a Zombie like his own servants. The others manage to escape and find a way to save themselves.

Comment: For horror fans, this chiller shapes up as a pretty good piece of entertainment. Though the story lacks credibility, it is loaded with suspense and is nicely produced, directed and acted. The film is played mostly for comedy, which is handled well by Mantan Moreland, Negro comic. On a whole, the picture has more than its share of diverting elements, which should delight audiences who go in for this type of screenfare. In addition to Moreland, Dick Purcell, John Archer and Henry Victor give good accounts of themselves. Direction and production are uniformly good. The picture should be okay in houses catering to horror fans. Life size figures of "Zombies," blown up from the stills, could be used for your lobby and marquee.

Catchline: "The dead who walk in the night."

Country Fair

Republic **Comedy with Music** **74 mins.**

(Prod. No. 15—Nat'l Release, May 5)

AUDIENCE SLANT: (Family) Good entertainment of the hillbilly variety that should please in small towns. Its audience reception in metropolitan centers doesn't look too promising.

BOX OFFICE SLANT: Should draw the folk in from the countryside, provided its radio entertainers are played up.

Cast: Eddie Foy, Jr., June Clyde, Guinn (Big Boy) Williams, William Demarest, Harold Huber, Ferris Taylor, Maurice Cass, Lulubelle & Scotty, Harold (Gildersleeve) Peary, Whitey (The Duke of Paducah) Ford, The Vass Family and The Simp Phonies. **Credits:** Associate Producer, Armand Schaefer. Directed by Frank McDonald. Screenplay by Dorrell and Stuart McGowan. Original story by Jack Townley. Director of photography, Ernest Miller. Art direction, John Victor Mackay. Musical direction, Cy Feuer. Film editor, Ernest Nims.

Plot: Demarest and Gildersleeve are competitive candidates for the gubernatorial election. Foy is Demarest's manager, while June Clyde represents Gildersleeve. Foy's efforts to get his boss elected, the tricks each campaign manager plays on the other, form the general outline of the story. June and Foy fall in love.

Comment: "Country Fair" is strictly for small-town audience consumption; in metropolitan centers, the going is likely to be hard, for the film is rural, rustic and hillbillyish in story pattern. Some of the gags are funny, while others strain for laughs, and the plot itself is as transparent as cellophane. And yet the fact that this form of screen fare goes over in smaller situations is ample justification for its production. While the cast as a whole has little marquee value, the popularity of Lulubelle & Scotty, Harold Peary, Whitey Ford, The Vass Family and The Simp Phonies, who contribute specialties, is such that it will profit exhibitors to feature them extensively in all advertising on the picture. Local radio tieups, hayride ballyhoo, a home-made instrument contest and a theatre front with a country fair atmosphere are among the angles to be included in your selling activities.

Catchline: "A gala carnival of merriment and music."

Shadows on the Stairs

Warner Bros. **Mystery** **63 mins.**

(Prod. No. 573—Nat'l Release, March 1)

AUDIENCE SLANT: (Family) Confusing story with many loose ends.

BOX OFFICE SLANT: Lack of box office names and production values makes its success contingent upon the other feature playing with it.

Cast: Frieda Inescort, Paul Cavanagh, Heather Angel, Bruce Lester, Miles Mander, Lumsden Hare, Turhan Bey, Charles Irwin, Phyllis Barry, Mary Field, Paul Renay, Sidney Bracy. **Credits:** Directed by D. Ross Lederman. Screenplay by Anthony Coldewey. From the play by Frank Vosper. Director of photography, Allen G. Siegler. Art director, Stanley Fleischer. Dialogue director, Frank Fox. Film editor, Thomas Pratt.

Plot: Frieda Inescort runs a boarding house in which Bruce Lester, an author, Paul Cavanagh, a crook, Turhan Bey, an Indian student, and Mary Field, a spinster, are boarders. Miles Mander, her husband, and Heather Angel, her daughter, also reside there. Cavanagh is murdered and consider-

able mystery surrounds the circumstances, until the end reveals that it was only a story that Lester was writing.

Comment: Sinister shadows lurk in the fog in the first two minutes of this picture but after that, it goes indoors and stays there. Like many a play, it all takes place inside the house in one of two rooms. There is not a name in the cast worth putting on a marquee and this, plus the lack of production values, probably explains why Warner Bros. never screened the picture and why it had no first run in New York. An audience in a third-run house regarded the picture with complete apathy. There are many loose ends to the story, none of which seem to be important; but a good mystery should have every one tied up completely in the end. Using a baby spot, cast a shadow on your balcony stairway. Show the trailer in complete darkness with appropriate copy to follow.

Catchline: "The fate of eight people lies hidden behind the shadows on the stairs."

Love Crazy

(Hollywood Preview)

MGM **Farce** **97 mins.**

(Prod. No. 134—Nat'l Release, May 23)

AUDIENCE SLANT: (Adult) A laugh-fest that will please in a big way. Tops in light screenfare.

BOX OFFICE SLANT: Should beat the heat in Spring and Summer.

Cast: William Powell, Myrna Loy, Gail Patrick, Jack Carson, Florence Bates, Sidney Blackmer, Sig Rumann, Vladimir Sokoloff, Donald MacBride, Sara Haden, Kathleen Lockhart, Fern Emmett, Joseph Crehan, George Meeker, Clarence Muse, Elisha Cook, Jr. Credits: Directed by Jack Conway. Screenplay by William Ludwig, Charles Lederer and David Hertz. Original story by David Hertz and William Ludwig. Director of photography, Ray June. Film editor, Ben Lewis. Art director, Cedric Gibbons. Produced by Pandro S. Berman.

Plot: When his wife starts out to get a divorce, William Powell, in order to postpone the hearing, feigns lunacy. Put in a private institution, he escapes by masquerading as a woman. Circumstances bring about their final reconciliation.

Comment: The William Powell-Myrna Loy combination returns with another of their Mister and Missus screwball farces that looks like a sure grosser for Spring and Summer. It's a hilarious bombshell of mirth, with everything from slapstick to sophisticated comedy and the betting is a hundred-to-one that it will please in a big way. Practically every gag known to the theatrical profession, old and new, has been used to advantage in the film and the laughs come so thick and fast part of the dialogue is missed. Powell and Miss Loy, as usual, are delightful in their respective roles, aided by such fine troupers as Jack Carson, Florence Bates and Gail Patrick. Direction and production are on a par with the rest of the fine picture. Don't overlook the strong lead names for your advance exploitation. The title can be tied into several swell stunts. Have your local sweet shop sponsor a "Love Crazy" sundae. Use blow-ups of Powell in feminine masquerade (see stills), for your marquee.

Catchline: "Marriage was never like this . . . or was it?"

Redhead

(Hollywood Preview)

Monogram **Drama** **64 mins.**

(Nat'l Release, May 21)

AUDIENCE SLANT: (Adult) Has elements that might appeal to some.

BOX OFFICE SLANT: Just a mild programmer. Will need a strong companion feature to get by.

Cast: June Lang, Johnny Downs, Eric Blore, Weldon Heyburn, Anna Chandler, Frank Jaquet, Zarova, Baron Emerson, Harry Burns, Donald Thompson. Credits: Directed by Edward Cahn. Screenplay by Conrad Seiler and Dorothy Reid. Based on the novel by Beth Brown. Photography by Andre Barlatier and Benjamin Kline. Film editor, Carl Pierson. Produced by I. E. Chadwick.

Plot: Because of his continual drunkenness, a playboy is turned out by his millionaire father. Then, without his knowledge, the father has the butler keep an eye on the boy and he also offers a huge sum of money to the girl he marries if she will straighten him out. She cancels her contract with him, when love does the trick.

Comment: Just a mild programmer that showed promise of being something, if only the loose ends in the story had been tied together. Since this is not the case, it is supporting fare in subsequent runs, providing it can be booked with a strong companion feature. Players and direction never overcome the weak script with the exception of Eric Blore, who makes a minor part standout with his swell trouping. Offer free admission, with newspaper cooperation, to the first ten redheads who arrive at the theatre on opening day.

Catchline: "He hated redheads until the right one came along."



Realistic Lobby Display Draws Attention to 'Night Train'

This realistic lobby setpiece, featuring a train all decked out with smoke, steam and ample selling copy, plus illuminated headlight and red lanterns on the gates, attracted a great deal of attention when Manager Julius Lamm of the Uptown Theatre, Cleveland, and his assistant, Don Myers, used it on behalf of the 20th Century-Fox film, "Night Train." And, of course, it built business for the picture.

The Lone Rider in Ghost Town

Producers **Western** **64 mins.**

(Prod. No. 165—Nat'l Release, May 16)

AUDIENCE SLANT: (Family) Another Western in the accepted mould.

BOX OFFICE SLANT: Typical Western business.

Cast: George Houston, Al "Fuzzy" St. John, Alaine Brandes, Bud Buster, Frank Hagney, Alden Chase, Reed Howes, Charles King, George Chesebro, Edward Peil, Sr. and Archie Hall. Credits: Produced by Sigmund Neufeld. Directed by Sam Neufeld. Original screenplay by Joe O'Donnell. Film editor, Holbrook N. Todd. Director of photography, Jack Greenhalgh.

Plot: Houston and his pal, Al. "Fuzzy" St. John, make their way to Parker's Diggings, a ghost town, where they encounter Alaine Brandes. The girl is seeking her father who has been kidnapped by a band of crooks who are trying to prevent him from acquiring a gold mine which they are also seeking. With Houston's help, however, the girl's father is enabled to exercise his option despite the finagling crooks.

Comment: Here is a Western that can be played where an action film is desired. Interspersed throughout are western songs sung by Houston in fairly good style. Production and story values are just fair. There is the usual amount of physical combat which the western fans apparently have come to expect.

Catchline: "Adventure beckons as he waves goodbye to love."

Stoltz' Unusual 'Devil' Herald a Knockout

Depend on Arnold Stoltz of the Avon Theatre, Utica, N. Y., for highly unconventional and clever heralds and throwaways.

The one he devised for "The Devil and Miss Jones" almost defies description, but we'll try. Take a piece of paper and fold it down the center. Done? Now, with the folded side to the left, measure over about two inches and fold that section of the paper. Then turn the whole thing over. Now place a paper clip at the right-hand side. Except for the absence of a small tab in the upper right-hand corner, your paper takes on the physical appearance of Stoltz' herald. Hold on to it.

As folded, all one could read was "HELL is needed today . . . The Devil will be in Utica starting Friday." Then, when the tab was pulled (in your case simply pull the paper underneath the fold where the clip has been placed) the herald opened out to reveal that the word "hell" was really "hello," although the "o" had been folded underneath. Thus, with other hidden copy revealed, here's what the complete message said:

"Hello! If real fun and romance is what is needed in this world today then see 'The Devil and Miss Jones,' etc."

If our description hasn't sufficed, then we give up. Anyway, it's a darn clever and effective herald and would go over big wherever used.

'X' Had 'Em All Excited

A stunt devised by Oscar Peck of the Embassy Theatre, Los Angeles neighborhood house, had the folks all excited. Seems that Oscar planted several giant X's in windows and in every other available spot. It later turned out to be a teaser campaign for "Comrade X." For the follow-through copy, he used this line: "'Comrade X' marks the spot for entertainment."

'Serenade' Song Hits Plugged

When "Penny Serenade" played the Earle Theatre in Washington, the manager distributed 25,000 package inserts, plugging Victor Records of the song hits, through all the music stores.

Program Exchange

Novelty Highlights Programs Reaching Our Desk This Week; Ryan Writes Own Epitaph

BOY oh boy! We're literally flooded with programs this week. Evidently the balmy spring weather didn't deter Exchange members from sending 'em to us. Whereas it nearly made us forget our duties, as we explained in this space last week, it made members remember theirs. And we're happy about the whole thing.

Arnold Stoltz of the Avon Theatre, Utica, N. Y., made a swell tiein with the recent running of the Kentucky Derby, which took place May 3. He got out a special herald on the front of which was this copy: "Free Special . . . The Clockers' Selection . . . Here's Your Sure Winner for Kentucky Derby Day." On the inside, this copy was revealed across the top of the spread: "You Can't Lose If You Play This Hunch . . . Go to the Avon on Derby Day When This 2-Hit Show Starts." Then followed plugs for the two features. At the bottom of the spread was an ad on summer suits by a local clothier, and on the back of the novelty was this line: "Compliments of Maher Brothers (the clothiers)." With the promoted ad, the herald cost Stoltz practically nothing, got excellent distribution, and really pepped up business on Derby Day. But we must be getting along now.

Ableson Distributes Buttons

Button, button, who's got the button? We don't know now, but we do know that plenty of them were in circulation out in Devil's Lake, N. D., a few weeks ago when Manager Art Ableson of the Lake Theatre showed "Buck Privates." He distributed cards on each of which was attached a button, with this copy: "Buttons! Remember to bring this (button) with you to the Lake Theatre to replace the button you're going to lose laughing at . . . 'Buck Privates'." Quite a novelty, Art, and thanks for the button; we can use it. In case members want to use this idea, we might point out that the button is fastened to the card by means of the new transparent tape.

Did you know that, in addition to Little Rock, Arkansas also has a North Little Rock? We didn't until we received a copy of the Malco Movie News from C. A. Smith of Malco Theatres. The paper is published for the Park, Rialto, Princess and Drive-in Theatres, and its one of those newspaper-like publications that are fast becoming popular and business-building to exhibitors. Somewhat larger than other papers of this type, it measures 12 x 18 when folded. The front page shows evidence of balanced makeup, although we think a piece of art might have enlivened it a little. Inspirational messages are contained under the heading, "Minute Meditations." We wish we had the space to reprint the one in the current issue. Several merchants advertise in the paper, and from first page to last it is exceptionally neat and attractive. Please, Mr. Smith, won't you put us on your mailing list to receive future copies? We're afraid we're going to miss some important material that would be valuable to other showmen if you don't.

Among the programs received from Charles Ryan, district supervisor for Warner theatres in Chicago, is a small card with a clock face reproduced in the center and the line, "Ryan's 'Own Epitaph'" appearing across the top. On either side of the "clock" is the epitaph:

"The clock of life is wound but once, And no man has the power To tell just when the hands will stop—At a late or early hour. Now is the only time you own, Live, love, toil with a will—Place no faith in time For the clock may then be still."

Kleenex in Envelope

That's the sort of epitaph we all should live up to. Ryan also sends us one of the novelties put out by the manager of the Symphony Theatre to advertise "Buck Privates." It was an envelope containing a sheet of Kleenex, and copy on the outside urged customers to "save this Kleenex, 'cause you'll laugh till you cry at 'Buck Privates'."

To receive Jim Owen's calendar is like getting a letter from home. Among other interesting aspects of his latest, the Branson, Mo., showman admits that his original dare to give a free pass to anyone who could sit through a midnight horror show without fainting was a loss to him, for he had to pass out lots of passes. But he's booked another one, he says, which he thinks they can't take, and he's offering passes if they fool him again.

After wondering what had happened to Matt Park of the Audien Theatre, Wetaskiwin, Alberta, Canada, we were pleased to receive his program last week. It's a large card which the patron hangs on the wall. Down the center is the program for the month, and along either side are merchant ads. It measures about 17 x 24. Don't be so long in letting us hear from you, Matt.

Cinemag celebrated its third anniversary the other day. When the first issue was published in Paragould, Ark., on May 6, 1938, we learn, it was a small four-page, four-column affair. Today each page contains five columns and the number of pages has increased to eight. The volume of advertising is large, and it is becoming exceedingly difficult to set a circulation limit, inasmuch as Editor Orris Collins gets requests for copies from all parts of the country. It's a little late, but we want to congratulate Collins and his assistants and wish them many more successful Cinemag years.

A new member of the Program Exchange, Stanley Nyquist of the Savoy Theatre, Catasauqua, Pa., sends us several copies of his program which go back several weeks. They're mighty attractive and show evidence of good art work. For special occasions, such as Easter, Christmas, New Years, etc., the front page is specially designed to suit the occasion. Nyquist also encloses a handbill he distributed on behalf of "Maisie" when that picture played his theatre a few years ago. In it, he pointed out that Robert Young "is a fine star who has not received the recognition he deserves" and urged patrons to write a letter to the Metro-Goldwyn-Mayer studios in Culver City, Calif., "telling them they have been very slow in appreciating the talents of this fine actor." Before writing their letters, of course, the public was urged to see Young with Ann Sothern in "Maisie." This is the first time we've seen a stunt of that kind pulled, and although we didn't hear about it until a couple of years after it happened, we still think it most unique. To give you an idea of Nyquist's program covers, we plan to reproduce one on this page soon.

Programs Acknowledged

We haven't the space to go into detail about them, but we do want to thank the following for sending us copies of their programs and hope they will continue to do so: Sam Campbell, Ideal Theatre, Toronto, Canada; Wallace and Rose Theatres, Levelland, Texas; Harold Grott, Met Theatre, Baltimore, Md. (thar's plenty of variety and color in them thar programs, Harold); Michael J. Carroll, American Theatre, Bridgeport, Conn.; Stanley Tobin, Grand Theatre, Torrance, Calif.; M. H. Alger, Marius and Alger theatres, Lakeview, Ore. (M. H., that bright red type on your calendar stands out like a million dollars); Palace Theatre, Greenfield, Tenn.; Pearce Parkhurst, Alhambra Theatre, Torrington, Conn.; Thomas di Lorenzo, New Paltz Theatre, New Paltz, N. Y.; W. S. Samuel, Lyric Theatre, Port Neches, Texas.

So ends this page this week. Will we be back? We will—or else!

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

I Am the Frolic

I interpret life's shadows as well as its lights;
I constantly strive to inspire children to ambition of accomplishments, and men and women to do a better day's work;
I try to make each succeeding year sweeter, fuller and richer for all who pass my way.
And I always will be a credit to my community.
I Am the Frolic Theatre.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....



Airplane Engine Display a Hit

Through the cooperation of his house engineer (an old flyer), Manager Kenneth Rockwell of the RKO Jefferson Theatre, New York, had a 1,000 H.P. Pratt & Whitney Twin Wasp engine set up in the lobby in connection with the showing of MGM's "Flight Command." By plugging into a wall socket, slow revolution of the propeller was attained. The display attracted big crowds at every performance break, Manager Rockwell reports.

The most magnificent entertainment ever to come to the screen . . . crowded with stars and spectacle, action and ecstasy, beauty, laughter, tears, thrills . . . in gorgeous Technicolor!



TYRONE POWER

...as Juan, the matador,
of Vicente Blasco Ibanez'
immortal novel...

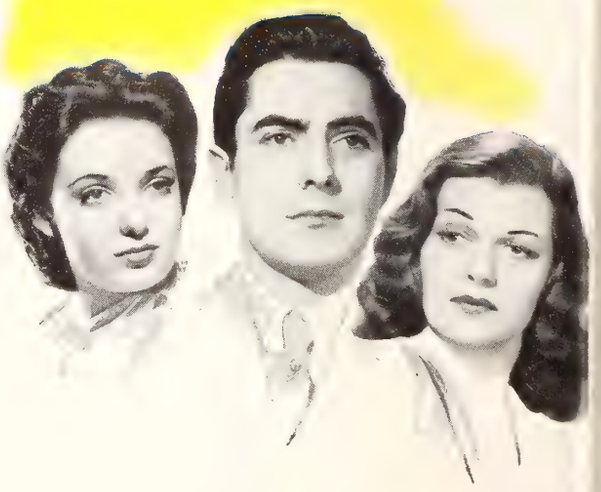
BLOOD and SAND

with

LINDA DARNELL · RITA HAYWORTH

IN TECHNICOLOR

Nazimova · Anthony Quinn · J. Carrol Naish · John Carradine · Lynn Bari · Laird Cregar · Vicente Gomez



Produced by DARRYL F. ZANUCK · *Directed by* ROUBEN MAMOULIAN

Associate Producer Robert T. Kane · Screen Play by Jo Swerling

20th CENTURY FOX

Printed in U.S.A.

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	Mar. 8
Her First Romance	Jan. 11
Lady From Cheyenne	April 12
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Penny Serenade	April 26
Philadelphia Story	Jan. 25
Rookies on Parade	May 3
Sis Hopkins	April 5
There's Magic In Music	This Issue
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1
Woman's Face	May 10

Novel Teaser Card Is Plugger for Dual Bill

An unusual teaser card to advertise his double-feature program of "Tall, Dark and Handsome" and "The Trial of Mary Dugan" was used recently by Manager Robert Kenney of Warners' Cosmo Theatre, Chicago. One side of the card contained the following copy:

ONE DAY LEFT

If you think you are overworked or spending too much of your valuable time in the daily grind for success or fame, you would do well to analyze the following problems in subtraction:

There are days in the year	365
You sleep 8 hours a day	122
Balance	243
You rest 8 hours a day	122
Balance	121
Sundays in a year	52
Balance	69
Half Day Saturdays all year	26
Balance	43
Legal holidays in year	12
Balance	31
1 hour a day for lunch	16
Balance	15
2 weeks vacation	14

Balance for work—1 Day

This gives you plenty of time to see a great double feature!

"TRIAL OF MARY DUGAN" and "TALL, DARK AND HANDSOME" at COSMO THEATRE—Sun. & Mon.

On the reverse side of the card was copy pertaining to the theatre's time of shows, scale of admissions, etc. This information was given, Kenney pointed out, because many people would save the card as a novelty and therefore could refer to it whenever desiring to attend the Cosmo.

Title on Pole Gets Attention

A pole in the parking lot just across the street from the Illinois Central suburban station was used to excellent advantage by Manager Robert Busch of the Jeffery Theatre, Chicago, when he played "Arizona." He had four-foot letters of the title made, fastened to the pole, each letter underneath the other, so that the title was vertically visible to the several thousand people who pass his corner each morning and evening to and from work. The sign got plenty of attention, Busch reports.

69 Showmen Win Awards in 'Little Men' Exploitation Contest

WINNERS in the RKO-Borden-Elsie "Little Men" Exploitation Contest were announced this week, following the recent decision of the judges at the New York Athletic Club. Among those selecting the winning entries were Jack Alicoate, *Film Daily;* Don Mersereau, *Film Daily;* Herb Miller, Jay Emanuel Publications; Tom Kennedy, SHOWMEN'S TRADE REVIEW; "Red" Kann, *Box office;* Mike Vogel, *Motion Picture Herald;* Arthur Andrews, vice-president of Young and Rubicam; Edward Dutson of the Borden Company; Harry Mandel, director of advertising for RKO Theatres, and S. Barret McCormick, chairman of the board of judges.

Awards were distributed among the winners as follows:

CITIES OF 100,000 AND OVER

FIRST RUN: First prize, $500, **Roy Robbins,** Karlton Theatre, Philadelphia. Second prize, $250, **Ken Grimes,** Warner, Erie, Pa. Third, $100, **Gene Curtis,** Paramount, Syracuse, N. Y. Four prizes of $50 each to: **William Crouch,** Oriental, Chicago; **Harry Remington,** Fox, Detroit; **W. R. Seale,** Orpheum, Spokane, Wash.; **A. G. Pickett,** Orpheum, Phoenix, Ariz.

SUBSEQUENT RUN: First prize, $250, **Lige Brien,** Belmar, Pittsburgh. Second prize, $100, **John Heflinger,** Lafayette, St. Louis. Three prizes of $50 each to: **Kenneth G. Cooley,** Shea's Seneca, Buffalo; **Samuel L. Shafer,** Dixie, Rochester, N. Y.; **George Deber,** Schine's State, Rochester, N. Y.

CITIES OF 25,000-100,000

FIRST RUN: First prize, $500, **Robert Sidman,** Senate, Harrisburg, Pa. Second, $250, **Mel Blieden,** Forsythe, East Chicago, Ind. Third, $100, **Leo Haney,** Bucklen, Elkhart, Ind. Five prizes of $50 each to: **Randolph G. Maller,** Strand, New Britain, Conn.; **Fred Harbottle,** New Main, Lafayette, Ind.; **W. B. Knight,** Variety, Lincoln, Neb.; **F. V. King,** Auditorium, Newark, O.; **C. W. Anderson,** Fox American, Butte, Mont.

SUBSEQUENT RUN: First prize, $250, **Harry Goldstein,** Morton, Dorchester, Mass. Second, $100, **Pearce Parkhurst,** Alhambra, Torrington, Conn. Third, $50, **O. A. B. Hilton,** Park, Sioux City, Ia.

CITIES UNDER 25,000

First prize, $500, **Murray Ross,** Capitol, Whiting, Ind. Second, $250, **R. H. V. Booth,** Family, Batavia, N. Y. Third, $100, **S. L. Morris,** Palace, Lockport, N. Y. Ten prizes of $50 each to: **Sam Hammond,** formerly of the Carolina, Kinston, N. C.; **Paul Jones,** Strand, Pine Bluff, Ark.; **Nick Karl,** Rialto, Alice, Texas; **Max A. Cooper,** Pascack, Westwood, N. J.; **John W. Brown,** Civic, Wellston, O.; **George W. McCormick,** Skyline, Canon City, Colo.; **Harold W. McCracken,** Karyl, Milan, Mo.; **M. F. Morrison,** Strand, Dover, N. H.; **Harold Armistead,** Lyric, Easley, S. C.; **Billy Pruitt,** Queen, Tyler, Texas.

Sixteen prizes of $25 each to: **Herbert Ingram,** Crystal, Ellis, Kan.; **B. T. Fuertges,** Brad, Bradford, Ill.; **K. Kodkinson,** Tower, Bend, Ore.; **J. M. Graver,** Grove, Willow Grove, Pa.; **William Welton,** Mainstreet, Oakley, Kan.; **Leonard Klafta,** Luna, Kankakee, Ill.; **M. F. Nixon,** Strand, Kilgore, Texas; **Carl Diller,** Fox Serf, Las Vegas, N. M.; **Harold D. Cohen,** Embassy, Lewistown, Pa.; **W. S. Samuel,** Lyric, Port Neches, Texas; **James B. Crawley,** Palace, Chillicothe, Ill.; **H. F. Borreson,** Winona, Winona, Minn.; **Herschel A. Wheeler,** Pace, Gordon, Neb.; **W. O. James,** Paramount, Fremont, O.; **Walter Powell,** Gem, Kannapolis, N. C.; **J. R. MacEachron, Jr.,** State, Jackson, Tenn.

CANADA

FIRST RUN: First prize, $250, **Thomas Cleary,** Princess, Montreal. Second, $100, **Gordon Carson,** Royal, Fort William. Two prizes of $50 each to: **Stan Andrews,** Capitol, Guelph, Ont.; **Les Pugsley,** Orpheum, Moose Jaw, Sask. Three prizes of $25 each to: **Harry F. Wilson,** Regent, Brockville, Ont.; **A. W. Shackliford,** Roxy, Lethbridge, Alberta; **R. W. Martin,** Columbia, St. Thomas, Ont.

SUBSEQUENT RUN: First prize, $200, **George Davis,** Shea's, Toronto. Second, $100, **Bill Novak,** Gaiety, Winnipeg.

RKO NATIONAL CIRCUIT

First prize, $400, **Jack Granara,** Keith's Memorial, Boston.

RKO METROPOLITAN CIRCUIT

First prize, $300, **Harry Lyons,** Alden, Jamaica, L. I. Second, $200, **Ansel Weinstein,** RKO 58th St., New York. Third, $100, **John Heinz,** Keith's Flushing, Flushing, L. I. Four prizes of $50 each to: **Raymond F. Hodgdon,** Bushwick, Brooklyn; **Frank Howard,** Dyker, Brooklyn; **Michael Edelstein,** Tilyou Theatre, Brooklyn; **Sam Taub,** Royal, Bronx, N. Y.

Money Dates

JUNE

14th

FATHER'S DAY. Sponsored by the Father's Day Committee, 9 East 41st St., New York City. This is an excellent time to play a father and son picture. Father and son athletic contests would also be particularly appropriate at this time. Offer some inducement to sons and daughters bringing their fathers to the theatre on this day.

ARKANSAS JOINED THE UNION, 1836. It's a day for real celebration in that state and should be observed by the theatres as well as other business institutions.

17th

BUNKER HILL DAY in Boston. Although the day is observed principally in The Hub, due note should be taken of it throughout the country. A short with a Revolutionary background would be especially appropriate. Run an essay contest on The Minute Men and their contribution to American history.

20th

WEST VIRGINIA JOINED THE UNION, 1863. The day should be observed as a holiday in that state.

21st

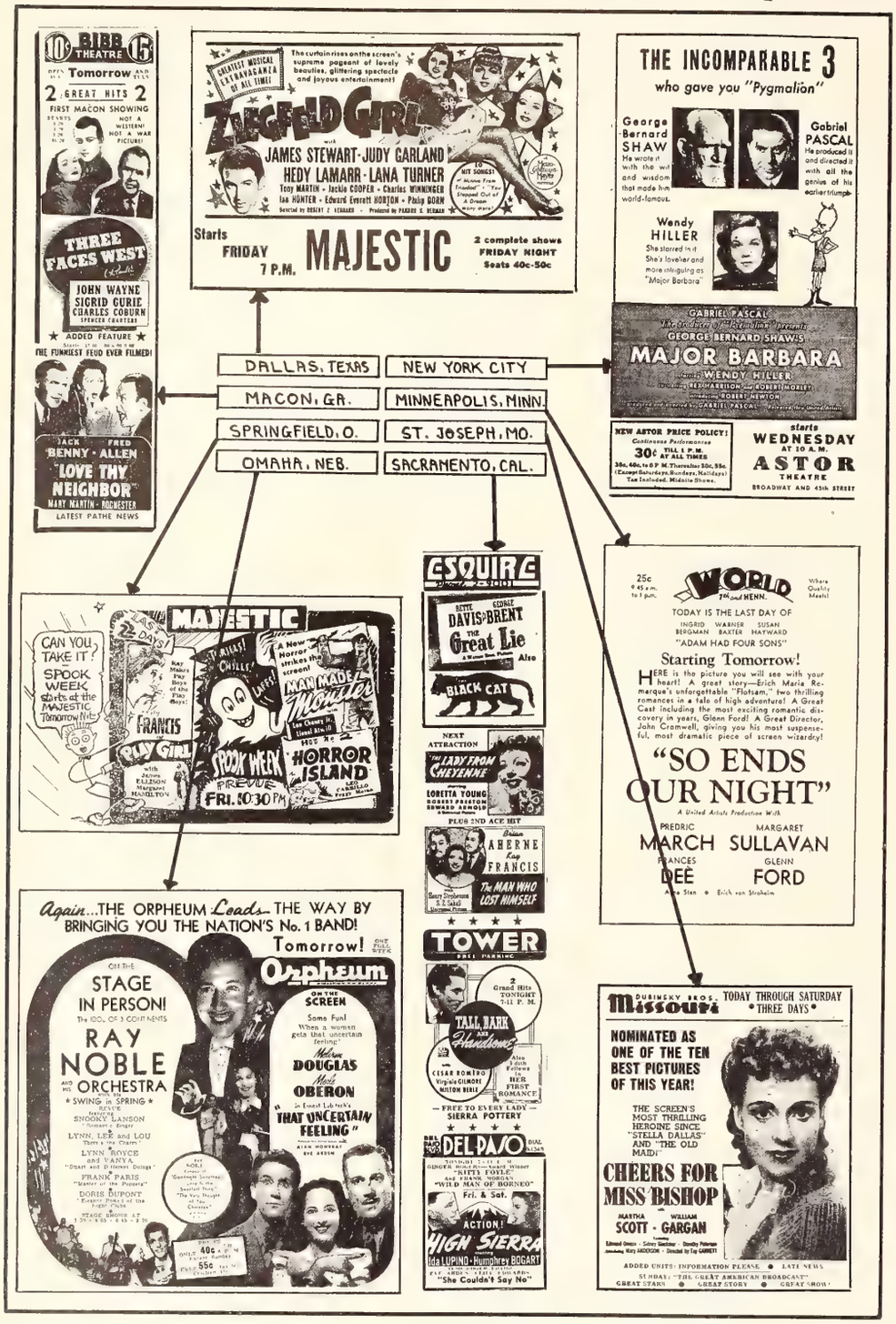
NEW HAMPSHIRE JOINED THE UNION, 1788. Theatres in the Granite State should take note of this anniversary.

SUMMER BEGINS. You should before this have begun to run institutional ads, about how comfortable your theatre will be during the hot season. Cool colors in the lobby and a generally "cool" atmosphere must prevail from now on. You'll have heavy competition, so selling will have to be correspondingly more active.

Sweetheart Cards Circulated

Envelopes captioned "I Dare You to Hand This to Your Sweetheart—Unopened" were distributed along main streets and at busy transfer corners by Manager A. Easson of the Oakwood Theatre, Toronto, Canada, on behalf of "This Thing Called Love." Inside was a card with this heading: "The birds sing its praises. . . . The fish fall for it 'hook, line and sinker.' . . . The bees hum 'It's a Honey' . . . So won't you please take me to see it?" An ad and the playdate occupied the balance of the space.

Variety Keynote of Ad Layouts



From as far west as Sacramento, Calif., come this week's selection of newspaper ads. A general observation reveals various types and sizes, which make them practical aids to showmen contemplating changes in their layouts.

Note first the one-column ad used by the Bibbs Theatre, Macon, Ga., in which Republic's "Three Faces West" is accorded top billing. In this instance, "Three Faces West" wins priority over Paramount's "Love Thy Neighbor" because the former is first-run, while the latter has already played earlier engagements. While such may not be the case in this instance, nevertheless there are times when a picture, even though it be a third or fourth run, is so highly popular that the theatreman features it above a new, first-run film of lesser quality for profit's sake.

Minimum effort was used in laying out the ad on MGM's "Ziegfeld Girl" for the Majestic Theatre, Dallas. All the ad-man had to do was paste a proof of the mat on a sheet of paper, add playdate copy at the bottom, place a border around the ad, and send it to the newspaper office.

The caricature of George Bernard Shaw, plus the playing up of Gabriel Pascal and Wendy Hiller, all three of whom were associated with "Pygmalion," comprise the angle used in the ad on United Artists' "Major Barbara" for its Broadway opening at the Astor.

The cartoon character idea originating with Loew's advertising department in New York is fast catching on with other theatres, as is evidenced by the ad for the Majestic, Springfield, O.

All-type ads *can* be eye-catching, *can* dominate the amusement page, if they are as carefully assembled as that created by the ad man for the showing of United Artists' "So Ends Our Night" at the World Theatre, Minneapolis. White space, as can be seen, is important.

The Orpheum, Omaha, stage-and-screen show ad is both artistic and attention-getting.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

Ability to Make Friends

No business organization of any kind in any field can obtain any permanent standing or achieve any enduring success without the confidence of the show-going people of the locality.

The mark of a good theatre manager is his ability to weave his theatre into the life of the community. The theatre manager who is a solid benefactor of his locality finds corresponding reciprocation from the people of the community. After being a good diplomat, there is among the other essential requirements one that we continually bring to the minds of the managers and that is PERSONALITY.

It is the one commodity that the manager gives away every minute of the day and, if it is the right kind, the more he gives out, the bigger returns to him in Good Will and patronage.

It is better to get a regular patron and make him come back than to get a new crop each week. The point for us to remember is that a satisfied customer is a traveling advertisement, and a dissatisfied one spells a cash loss. Many an independent community theatre without all the film product and labeled by smart exhibitors as a so-called "lemon," suddenly becomes a money making proposition when a manager or owner steps in who has the ability to make friends.

A good manager teaches his staff the subject "Courtesy and Business." A big merchant once remarked that appearance and courtesy ranked about equal in making a place of business attractive.

If there is manifestly a lack of courtesy in a theatre, there is a need for a personality course or a few new employes. Make patrons feel that they are not only welcome, but are valued customers.

Ken Collins Gets Newspaper Breaks On 'Girl, Gob' Via Lobby Recruiting

Manager Ken Collins of the Indiana Theatre, Indianapolis, won news and pictorial breaks in the *Indianapolis News* and the *Star* for "A Girl, a Guy and a Gob" through cooperation with the local navy recruiting officer. An office was set up in the lobby of the Indiana and early on the morning of the first day's run a high school senior, John W. Leslie, showed up for enlistment. A photograph of the recruit, Chief Petty Officer A. M. Morris and Margaret Kurtz, Indiana Theatre secretary, was used by the Star and was spotted alongside a review of the comedy for a three-column break.

Collins also obtained permission from the navy authorities to snipe twelve recruiting boards.

Showmanship Boosts Business On 'Night Train' for Selette

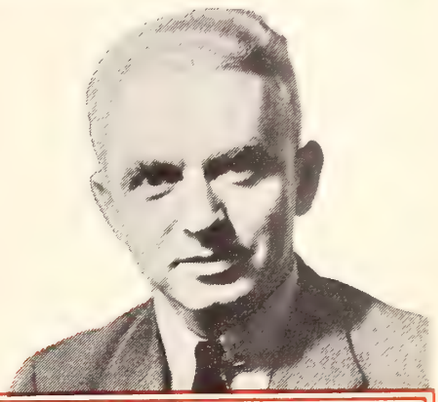
Booked at the last minute for a two-day booking, "Night Train" was advertised by Manager Eddie Selette of the Albany Theatre, Albany, N. Y., for its third-run engagement by means of a 40 x 60 in front of the box office with catchy copy referring to the extended runs of the film in New York and Baltimore. Furthermore, Eddie referred to it as one of the ten best pictures of the year.

As a result of his showmanship, "Night Train" played to S.R.O. business, and was held over two extra days. It had played first and second runs in Albany without any ballyhoo.

ANOTHER VITAL, TIMELY ONE-REEL PRODUCTION IN "THE WORLD TODAY" SERIES . . . FEATURING *ANOTHER* FAMOUS ACTION-JOURNALIST WHOSE NAME IS BOXOFFICE!

"EMPIRE IN EXILE"

Hitler conquered the Dutch Nation, but not the Dutch Empire . . Described by LELAND STOWE



LELAND STOWE,

internationally famous war correspondent, who scooped the world on the invasion of Norway and subsequent big stories of World War II, outstanding member of the Chicago Daily News Foreign Staff, writer and lecturer on current events and world affairs.

Watch for announcements of future releases in 20th's dynamic new series featuring noted commentators!

THE WORLD TODAY

20th CENTURY FOX

Produced by TRUMAN TALLEY · Distributed by 20th CENTURY-FOX

Variety Clubs Hold 7th Annual Convention at Atlantic City

Gathering of Barkers from All Sections of the U. S. Makes Event Most Important in Industry's History

The Variety Clubs go into their seventh and greatest annual convention with a record of more than a half million dollars raised and contributed to charity during the past year. The 22 tents far exceeded their quotas and although pledges are increased this year, it is deemed likely that the 1940 record will be surpassed during the year ahead.

A brief synopsis of what each club has done in 1940, together with what each Tent aims to accomplish in 1941 follows:

TENT NO. 1—PITTSBURGH: Main charity is Camp O'Connell for underprivileged children, a $125,000 investment. The club paid out small and large sums for many national and local charities last year for a total of $55,950. It has pledged $67,500 for the coming year.

TENT NO. 2—COLUMBUS: A schoolhouse at the Nightingale Cottage of the Tubercular Preventorium for children is the chief beneficiary of this club's charitable activities. It received $3,850 of the $8,211 expended last year. The pledge for 1941 is $5,000.

TENT NO. 3—CINCINNATI: A total of $6,000 was spent on furnishing dairy products to St. Mary's Hospital last year, representing less than one-third of the total spent. The Greek War Relief Fund was aided by $10,779.68.

TENT NO. 4—ST. LOUIS: More than 5,000 people were benefitted through the $3,600 given to the Midwest Polio Association by this Tent. A total of $26,433.65 was paid out last year against a pledge of $6,000. The pledge for the new year is $10,000.

TENT NO. 5—DETROIT: The School Children's Food and Clothing Fund was the principal beneficiary of this club's activities last year, receiving more than $40,000. While only $55,000 was pledged, the Club estimates its total charities at $100,000.

TENT NO. 6—CLEVELAND: Many people come to Tent No. 6's Headquarters seeking help and 524 of them were aided last year. The Club slightly exceeded its pledge of $15,000 and while the pledge for 1941 is but $10,000, last year's figure has been set as the goal.

TENT NO. 7—BUFFALO: Infantile paralysis victims were the chief beneficiaries of Tent No. 7's charitable activities. The pledge of $5,500 was exceeded in actual cash paid out and this year $6,000 has been promised for charitable work in Buffalo.

TENT NO. 8—KANSAS CITY: Although this club pledged only $6,000 at last year's convention, a later meeting raised this to $10,000, which sum was exceeded in actual disbursements.

TENT NO. 10—INDIANAPOLIS: Twenty-five lives were saved by a blood bank started by this Tent last year. Another fund set up by the club was used to equip a room to render psychological service to school children. The pledges for both this year and last year are $7,500 but $12,942 was paid out last year.

TENT NO. 11—WASHINGTON: Two complete dental clinics were presented to two local hospitals last year. The Tent's 1941 pledge of $11,000 more than doubles last year's quota, which was far exceeded.

TENT NO. 12—MINNEAPOLIS: The Minneapolis Milk Fund furnished milk to 1,600 underprivileged children and expectant mothers last year. This was only one of this Tent's many activities which totaled $787 more than its pledge of $25,000. A like amount has been pledged this year.

TENT NO. 13—PHILADELPHIA: Over $57,000 was spent on a wide variety of activities by this Tent last year. The infantile paralysis drive alone received $30,000, and $24,372 was given to the Greek War Relief Fund Drive.

TENT NO. 14—MILWAUKEE: The Greeks were also aided by Tent No. 14 to the tune of $11,680. Nearly $3,000 was added to this sum for other charities against a pledge of $10,000 which has been doubled for this year.

TENT NO.16—OMAHA: The total of $3,323.75 spent last year does not include $5,180 not contained in the Club's report. A program which envisions the disbursement of $10,000 is planned for next year.

TENT NO. 17—DALLAS: This Tent was the biggest contributor to charity, the sum of $156,483.79 being distributed among a wide variety of activities including a summer camp for underprivileged boys, Freeman Memorial Clinic, a foundling home, a swimming pool for children, and numerous others through greater or lesser amounts.

TENT NO. 18—DAYTON: The Sisters of the Sick Poor are Tent No. 18's pet charity. The club exceeded its pledge of $3,000 and has pledged a similar amount for this year.

TENT NO. 19—BALTIMORE: Toy lending bureaus represent the main charity of this Club which easily surpassed its quota of $11,000.

TENT NO. 20—MEMPHIS: A Mother's Milk Bank received $4,000 of Memphis' total $8,500 spent for charity last year against a pledge of $5,000. An additional $7,500 was also disbursed.

TENT NO. 21—ATLANTA: Highlight of this Club's activities is the $15,000 to be spent for a home for the local boys' club. Last year's pledge of $6,500 is to be equaled in 1941.

TENT NO. 22—OKLAHOMA CITY: The Variety Club Health Center was the outstanding work of this club in 1940. Last year's $5,000 pledge has been doubled.

TENT NO. 23—BOSTON: Known as the Friars' Club last year, this Tent exerted its efforts in many directions. Supplying of milk to the needy, shows for shut-ins highlighted the program.

TENT NO. 24—CHARLOTTE: This tent became a unit of Variety on March 31 of this year.

While charitable activities are most important to each tent, the social side of Variety vies with them in importance. Wherever a Tent has been organized, good fellowship prevails to a greater degree than ever before between the various branches of the industry. Exhibitors and branch managers as well as salesmen have cemented friendships in the amicable atmosphere of a Variety Club headquarters. Membership of newspaper critics has made for better understanding between the Fourth Estate and the industry.

The Variety Clubs also afford the wives and families of members an opportunity to become acquainted with the families of other fellow-workers and many an exchangeman's wife moving to a strange city has formed fast and lasting friendships at the Variety Club functions.

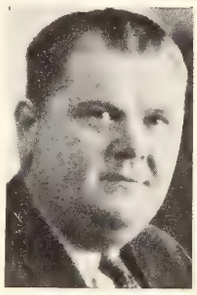
VARIETY CLUB NATIONAL OFFICERS



JOHN H. HARRIS
Chief Barker



BOB O'DONNELL
Asst. Chief Barker



JAMES G. BALMER
Dough Guy

Variety Club	Headquarters
Tent No. 1—Pittsburgh	William Penn Hotel
Tent No. 2—Columbus	Grand Theatre Bldg.
Tent No. 3—Cincinnati	Netherland Plaza Hotel
Tent No. 4—St. Louis	Hotel Roosevelt
Tent No. 5—Detroit	Book Cadillac Hotel
Tent No. 6—Cleveland	Allerton Hotel
Tent No. 7—Buffalo	193 Delaware Avenue
Tent No. 8—Kansas City	108 West 18th Street
Tent No. 10—Indianapolis	Lyric Theatre Building
Tent No. 11—Washington	Willard Hotel
Tent No. 12—Minneapolis	Hotel Nicollet
Tent No. 13—Philadelphia	Bellevue-Stratford Hotel
Tent No. 14—Milwaukee	Schroeder Hotel
Tent No. 16—Omaha	Hotel Fontenelle
Tent No. 17—Dallas	Adolphus Hotel
Tent No. 18—Dayton	Moraine Hotel
Tent No. 19—Baltimore	Belvedere Hotel
Tent No. 20—Memphis	Gayoto Hotel
Tent No. 21—Atlanta	Henry Grady Hotel
Tent No. 22—Oklahoma City	Black Hotel
Tent No. 23—Boston	Statler Hotel
Tent No. 24—Charlotte	Hotel Charlotte

Chief Barkers of the 22 Variety Club Tents

They Head Local Member Units of a Nation-Wide Brotherhood of Men Organized to Aid Community Charities and Promote Good Fellowship in Show Business


C. C. KELLENBERG
Pittsburgh


VIRGIL JACKSON
Columbus


WILLIAM ONIE
Cincinnati


HARRY ARTHUR
St. Louis


JOHN HOWARD
Detroit


BERT M. STEARN
Cleveland

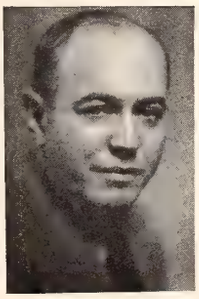

SIDNEY LEHMAN
Buffalo


JERRY ZIGMOND
Kansas City


KENNETH COLLINS
Indianapolis

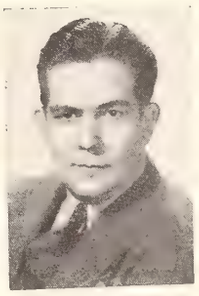

HARDIE MEAKIN
Washington


BENJ. BLOTCKY
Minneapolis


DR. LEON LEVY
Philadelphia


HARRY MacDONALD
Milwaukee


AL. MENDENHALL
Omaha


PAUL SHORT
Dallas

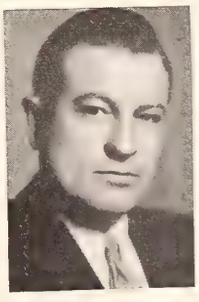

WILLIAM A. KEYES
Dayton


WILLIAM HICKS
Baltimore


M. A. LIGHTMAN
Memphis


WM. K. JENKINS
Atlanta


LOUIS C. GRIFFITH
Oklahoma City


MARTIN MULLIN
Boston


H. H. EVERETT
Charlotte

The Talk of the Tents Up and Down the Land

Variety Club Notes

Weekly Get-Together of Filmdom's Good Fellows

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Tent No. 1—Pittsburgh

Variety Post of American Legion Presents Final Show; Tent Is Host to "DuBarry Was a Lady" Company

The Variety Post of the American Legion presented its final show at the Veterans' Hospital in Aspinwall last week. Bert Lahr, Frances Williams and Benny Baker, as well as the rest of the cast of "DuBarry Was a Lady," did specialties from the show and Gene Autry plus his cowboy band were in the entertainment. It was one of the finest shows ever presented by the Variety Post which will resume this entertainment in the fall.

The Variety Club was host Friday night at a buffet supper party for the entire company of "DuBarry Was a Lady" and 125 people were in attendance.

Visitors at the club this week included Al Bondy of New York, Edgar Moss, District Manager for Fox, and Mike Cullen, District Manager for Loew's Theatres.

The party for Abe Weiner and Joe Ginns on Monday night was a big success with 225 attending, including United Artists District Manager Bert Stearn. Columbia District Manager Sam Galanty sent his regrets, business detaining him in Washington. Weiner was presented with a matched set of luggage and Ginns with a 16 mm. camera outfit.

The Wm. Diebolds (Peggy Latta) are blessed-eventing. That's the reason you don't see William around the club these days.

Congressman Joseph A. McArdle has just become an associate member of Tent No. 1 and his first official duty was to attend the convention in Atlantic City.

Tent No. 3—Cincinnati

Dewey Long and Gang Visit Club; Finberg Returns From Vacation; Paul Hodges to Become Barker

Dewey Long, the WSAI Radio Station business manager and a bunch of the NBC boys affiliated with the Crosley interests of the air, put in most of their recent in-between-regional-meeting hours at the clubrooms. Of course the charming Mrs. Long was also among those present.

Jack 'Mingo Kid' Finberg, of United Artists, returned from his vacation to New York, Atlantic City and Washington, raving about the firm's movies he saw in the various cities. Like the postman on his day off Jack takes a long walk.

Jack Josey, Cleveland Barker, spent several days here with Nat Galley, his local associate in exhibition.

Paul Hodges, of the WLW entertainment staff, featured and originator of the "Arriving or Leaving" program, is now on the road to becoming a barker.

One hundred per cent sales is reported by Barker Pete Rosian, local Universal Exchange manager, in the W. A. Scully drive.

Andy Niedenthal and the scribbler of this column will spend several days in New York following the Atlantic City National Convention.

Tent No. 5—Detroit

"Just Saturday Night" Highly Successful; Chrysler's Boat Launched Again; Brooks Books for Atlantic City

First break in the long series of successful Variety Frolics which have marked the vigorous entertainment ideas of Chairman Wade Allen since the first of the year, was the designation of May 3 as "Just Saturday Night." With Dave Diamond's band on hand, dozens of Barkers and their friends came along for a good time—and had it—thereby proving that an occasional evening of just informal fun is enjoyed by all.

Ben and Lou Cohen Night on May 10 was set as the windup of the season's Frolics, with Ben Cohen back from several months in Florida, well browned, and up to visit his summer home at Harsen's Island in "The Venice of America" already. (Reminds us, Skipper Floyd Chrysler got his boat launched Sunday, and will be on the lakes with the many other filmite-mariners again.)

Ollie Brooks, Butterfield head booker, has been proving to everyone's satisfaction that he is an expert at booking—and the results of his prowess are evident this week at Atlantic City—Ollie handled all the reservations for everything.

Frank Lorenzen, the theatrical florist, is proudly boasting about winning that cup for his bowling team in the Nightingales Club, to challenge the cup Cully Buermele's Co-Op team won in the Film Bowling League.

Lew Emery, for about 15 years manager of the RKO Uptown Theatre, is leaving to spend a year in California, because of poor health, with Cliff Giesseman, former manager of the Michigan, taking his place. Lew will be badly missed here—he was a friend of every showman he ever met in the many branches of show business he has been active in, from big-time circus, to Keith vaudeville.



New Members of Tent No. 17 Inducted

Tent No. 17 last week inducted 17 new members in impressive ceremonies conducted by R. J. O'Donnell, First Assistant National Chief Barker. Starting at the left and moving clockwise are Kendall Way, Barry Burke, W. J. Harris, Jimmie Jeffries, F. T. Drake, Jr., Bud Gray, Luther Clark, Arthur De Stephano, T. E. Laird, E. J. Detwiler, T. P. Tidwell, Truman Hendrix, W. Ray Jones, Al Reynolds, Jack Dailey and O. K. Bourgeois. Charles Tigner, also a new member, is not shown in the picture.

Tent No. 6—Cleveland

Cleveland and Detroit Tents Match Wits in Radio Quiz; Warner Club Social Held in Variety Clubrooms

The Variety Clubs of Cleveland and Detroit matched wits on the Inter-City Radio Quiz held over station WGAR in Cleveland—the Clevelanders winning, by twenty points. Members of the winning team were: Frank Drew and Ann Vickers, Metro; Lester Zucker, Columbia; and Ethel Rubin of Producers Releasing Corporation. Each contestant was given $5.00 for entering the contest.

The recent Warner Club social, sponsored by Vitagraph and the Warner Theatre Department, under the direction of Roslyn Hoffman and Arnie Nathanson, was held at the Variety Clubrooms. The Berardis brought the music. El Dumpo Night Club very graciously loaned the Club swell entertainment in the guise of Penny Hart, thrush; Patty LaBato, guitarist and singer; Charles DelRio, fugitive from Borah Minevitch's Rascals; and Bernie Greene, songs, dances, and funny sayings.

Not wanting to miss the party, Barker Marty Friedman, waited until the next day to leave for his vacation.

Tent No. 12—Minneapolis

Record Crowd Enjoys Annual Grand Ball; Next Luncheon May 26; Nathanson Maps Plans for Tournament

With more than 200 couples in attendance, a record crowd, the annual grand ball and dinner dance of the Twin City Variety Club at the Hotel Nicollet was a huge success and a substantial amount was realized for the organization's principal charity project, the Minneapolis Milk Fund, which distributes the milk to needy families. Since Jan. 1 this year, Chief Barker Ben Blotcky announces, approximately 125,000 quarts of milk have been paid for by the club. The club also recently installed 16 radios in the General Hospital charity wards and two violet ray lamps in Lymanhurst Hospital, Blotcky reports.

The club's next "Kings-for-a-Day" noon luncheon is scheduled for May 26 at the Hotel Nicollet and will be under the supervision of Ben Friedman and Milt Frosch.

Gilbert Nathanson, chairman of the sports committee, already is at work mapping out plans for the annual golf tournament.

Members were glad to learn that the father of Abe Kaplan, one of the club's most active members, had improved sufficiently in health to permit him to return home from the hospital . . . Member Harold Kaplan has moved into the brand new home which he built in one of the suburbs . . . George Kelly, club waiter, has recovered from his illness and is back on the job . . . O. R. Kretchman of St. Louis was a club visitor . . . Merle Potter, *Times* movie critic, tossed a party for the "Yacht Club" in the clubrooms . . . Don Buckley, Redwood Falls, Minn., exhibitor, put in an appearance after a lengthy absence for him—of several weeks . . . Fred and Bob Ableson, club members, have the sympathy of the boys

(*Continued on Page 24*)

"THERE'S MAGIC IN MUSIC"

But Showmen, Not Magicians, Will Take Advantage of the Selling Angles Available in—

An STB Showmanalysis (REG. U. S. PAT. OFF.)

BECAUSE its release date of May 16 follows National Music Week, only those exhibitors who were perhaps fortunate enough to get "There's Magic in Music" as a pre-release booking were able to take advantage of specific tieups arranged to take place in connection with this yearly event. However, other showmen can be consoled by the knowledge that many of the Music Week stunts can be adapted to campaigns taking place at any time, and that the growing interest in music can be capitalized to the fullest exploitational degree.

One thing to be noted about the picture is its lack of star names. While Allan Jones, Susanna Foster, Margaret Lindsay and Lynne Overman may have an appreciable following, they are not in the general sense of the word, stars. Because, in the future, showmen will undoubtedly be faced with an ever-increasing number of pictures in which the star values are overshadowed by the story, they would do well to prove with their campaigns on "There's Magic in Music" that a picture doesn't necessarily have to have stars to be a success at the box office.

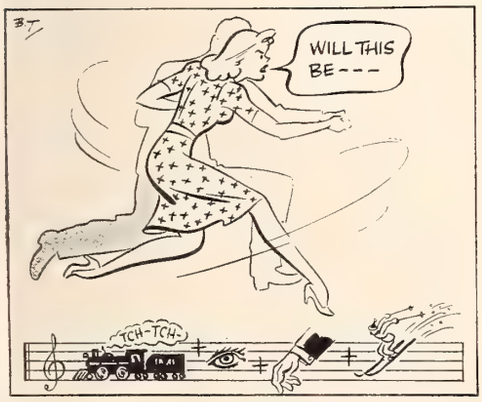
With music its dominating theme, the picture will require a campaign that, for the most part, employs various music angles. Only in a few instances will stunts be used which have no connection with music whatsoever.

MUSIC COOPERATION

When you get your press book, you'll find that at least three pages are devoted to the Music Week campaign. By studying these three pages carefully, and changing an idea here or there, you can glean enough suggestions to aid you in paving the way for the promotion of cooperation from clubs, teachers and schools, as well as the planning of many other stunts, despite the fact that National Music Week has already passed. Contact the nearest officer of the National Federation of Music Clubs. She knows all about the picture and will be prepared to assist you in any way she can.

PARENT'S MAGAZINE AWARD

The fact that "There's Magic in Music" has been awarded the *Parent's Magazine* medal as the outstanding picture of the month for May makes it important that you capitalize on this fact. The thousands of parents who read this magazine to learn which pictures are most suitable for their children will have learned much about the picture, and they'll be wanting to know where it's going to play. Get a copy of the May issue, cut out the award story, and display it in your lobby. Blow up a drawing of the medal, also for a lobby display. Through radio announcements and via newspaper publicity stories, publicize the award angle.



Contest Features Music Angle

Available for use in a four-day music-deciphering contest are sketches, such as the one shown above. Fans are to give the modern title of the classic "swung," its correct title and the name of the composer. In the case of this particular sketch, the correct modern title is Moon Love; the correct classic title is the Andante Cantabile from Tchaikovsky's Fifth Symphony, and of course the drawings on the musical scale represent Tchaikovsky. Here is a contest that should be easy to plant, so go to it now.

SEEK INTERLOCHEN ALUMNI

The National Music Camp at Interlochen, Mich., forms the background for most of the picture's action. Find out if there are any Interlochen alumni in your community. If so, invite them to a special screening or arrange a special performance in their honor, giving them an opportunity to perform on the stage. Consultation of newspaper files, school music supervisors and music clubs should reveal their names if any are living in your town.

USE THESE MUSIC TIEUPS

Tieup with music shops to use displays in their windows and to distribute heralds with sheet music and record purchases.

Tie up with private and public instructors to run ads, using this angle: "There's Magic in Music'—and it can be yours in five easy lessons."

Tie up with night clubs for ads to let the public know that "'There's Magic in Music' the way Abe Smock and his Swing Sixteen dish it out, etc."

Tie up with department stores and radio shops for ads featuring radio-phonographs on the premise that "'There's Magic in Music' for Everybody'—and for a small down payment you can bring it into your home for the whole family to enjoy."

If a local group is sponsoring or plans to sponsor a series of concerts or recitals, try to get them to use the film's title in connection with their campaign. For instance: "'There's Magic in Music'—and the finest music performed by outstanding artists (or orchestras) will be yours if you attend the series of summer (or winter) concerts to be given in Blankville, etc."

Screenplay by Frederick Jackson. From a story by Andrew R. Stone and Robert Lively. Based on an idea by Ann Ronell. Produced and directed by Andrew Stone.

MERCHANDISE TIEUPS

With department stores, photographic shops, sporting goods stores, etc., you can arrange tieups, provided you obtain the tieup stills available from your exchange.

NEWSPAPER CONTESTS

Choose two or three stills representing humorous or dramatic situations in the picture and utilize them in a contest wherein newspaper or program readers are required to use a song title to describe each situation.

Prizes could be awarded for the cleverest sentences which include the title.

VOCAL CONTEST

In cooperation with a local radio station, a vocal contest among youngsters of Susanna Foster's age could be held. If not broadcast, the competition could take place on your stage, thus assuring a good crowd.

STREET BALLYHOOS

Girls with phonographs could be staged at various street intersections playing popular records. A card on each phonograph carries this copy: "Playing a gay tune . . . to call your attention to a gay romance, 'There's Magic in Music,' etc."

An attractive float could feature several girls attired in long, black form-fitting dresses. On each costume is a white musical note. Tie-in copy should be "Sweet notes from (title)."

OVERSIZE PASSES

In place of several of your regular weekly passes for posting and the display of cards in windows, issue large 22 x 28 cards which feature the leading players and title prominently. This line should also be featured: "Not good if folded." In this way, persons carrying the oversize passes to your theatre will attract a great deal of attention.

THEATRE FRONT

Musical notes, suspended from the marquee and used as the background for your displays, should form the theme of your theatre front. The large figure of Susanna in the 24-sheet will, when cut out and placed atop your marquee, prove highly effective. Illustrations from the other posters might also be used for cut-out purposes.



A Spanking Good Lobby Display

Using Still 1867-59 blown up or having your artist make his own figures from the stills, an attention-getting lobby display, as shown above, can be devised. With Jones' arm cut out separately and mounted on a pivot, you can leave the rest to your electrician so that when completed, you'll have a spanking good display for advance or current use.

Tent No. 12—Minneapolis

(*Continued from Page 22*)

in the loss of their mother who died suddenly last week.

Those attending the national convention at Atlantic City are Chief Barker Ben Blotcky, Charlie Rubenstein, Joe Podoloff, Max Torodor, Jack Heywood, Ben Berger, Paul Mans, W. R. Frank, A. A. Kaplan, Eddie Ruben, Bill Crystal, Bob Workman, George Turner, Paul Albrecht, Sim Heller, Charlie Weiner, L. V. Cohen and Bill Elson.

Tent No. 13—Philadelphia

Band Leaders Larry Clinton and Raymond Scott Visit Clubrooms; Most Barkers in Atlantic City

Visitors to the Club, as guests of House Chairman Henry Friedman, were band leaders Larry Clinton and Raymond Scott . . . Barker Ben Fertel had his picture taken in the costume of William Penn, greeting the future Miss Philadelphia . . . This was for the stationery to be used in the Variety Club of Philadelphia sponsored Beauty Contest.

Among those attending the Convention are the following: Jay Emanuel, Charles Amsterdam, Roger W. Clipp, Max Korr, Henry Friedman, Jack H. Greenberg, Charles Goldfine, Charles H. Goodwin, Dr. Leon Levy, Earle W. Sweigert, William I. Greenfield, Albert M. Cohen, Felix A. Jenkins J. George Lipsius, Jack A. Kraker, Jack Beresin, John I. Monroe, Max R. Leven, Abraham J. Rovner, Bertram K. Wolfe, Victor H. Blanc, Major Stanley W. Root, Edgar Moss, Sam Gross, Alfred J. Davis, Stanley Broza, Milton Rogasner, Hilleary Brown, David Barrist, Alvin Goodwin, Robert Lynch, Samuel D. Schwartz, David Milgram, Ted Schlanger, Nat P. Fleisher, Maxwell Gillis, Lewen Pizor, Frank P. Gravatt, A. R. Boyd, Louis Goldsmith, Frank Buhler, Ben Fertel, John Golder, William Hissner, Isaac D. Levy, Edward Gabriel, Myer Adelman, Harry N. Ball, Ben and Harry Blumberg, Everett Callow, James and William Clark, James Dalton, Murray Diamond, Martin Ellis, Paul Greenhalgh, Arthur Grossman, Nat Levy, William A. MacAvoy, Jr., Gene Mori, Raymond J. O'Rourke, Leon Rains, Leonard Schlesinger, George Schwartz, Samuel H. Stiefel, Harry Weiner, Morris Wax, Elmer Wilschke, J. J. Wolf, David E. Weshner, Charles Zagrans, Leo Beresin, Harry Biben, Peter A. Tyrell, H. Bunn Sinexon, Walter Turner.

Tent No. 14—Milwaukee

Tent Reorganized; Harry "Sunny" MacDonald, New Chief Barker; Huge Get-Together Group's First Activity

The Tent has been re-organized, a new Board of Directors and new officers have been elected. Harry "Sunny" MacDonald is the new Chief Barker. Other officers are as follows: John Mednikow, First Assistant Chief Barker; John Kent, Second Assistant Chief Barker; Frank Manske, Dough Guy; M. H. Harman, Property Master; Howard Gleason, Chairman of the House Committee; Joe Rosenfield, Director of Publicity; Marcel Brazee, Eddie Spiers, Harry Perlewitz, Jack Lorenz, and Past Chief Barkers Sam Sherman, L. F. Gran, Charles Trampe, Eddie Wiesfeldt, Oscar Olson and George Fisher, Canvasmen. Messrs. Mednikow, Frackman and Manske are members of the House Committee.

The first activity inaugurated by the new administration was a huge get-together in Tent 14's Club Rooms at the Schroeder Hotel. As special guests for this occasion, Billy House, Eddie Garr and all the members of the "Hellzapoppin" cast, together with Eddie Duchin and members of his band were present.

Special plans are being formulated by the new board for charitable undertakings to be carried out within the near future. Many more events are being planned to give Milwaukee its rightful place among the Variety Clubs.

Tent No. 17—Dallas

Final Meeting of Season Pays Tribute to Claude Ezell; 17 New Members

Holding its final luncheon meeting of the season at noon Monday in the Palm Garden of the Hotel Adolphus, the Variety Club made the occasion a triple-play event. Headlining the affair was a tribute to Claude Ezell, who might be said to be the founder of the showmen's organization in Texas, for it was Ezell who not only brought back the word to the Lone Star State of the wonderful work being done by the original Variety Club in Pittsburgh, Pa., but also took steps to hand his fellow showmen in Dallas into a Tent of that same club. At the luncheon Ezell was made a life member of the club and presented a gold card, so stating.

Event No. 2 on the program was the induction of new members into the club with appropriate ceremonies, and third was a pep rally for the National Convention.

Ninety-one new members have joined Tent 17 since the first of January and 17 of this number were present at the luncheon Monday for the impressive induction ceremonies conducted by R. J. O'Donnell. They were Kendall Way, Barry Burke, W. J. Harris, Jimmie Jefferies, F. T. Drake, Jr., Bud Gray, Luther Clark, Arthur De Stephano, T. E. Laird, E. J. Detwiler, T. P. Tidwell, Truman Hendrix, W. Ray Jones, Al Reynolds, Jack Dailey, O. K. Bourgeois and Charles Tigner.

Tent No. 18—Dayton

The Dough Guy Makes a Good Deal; Dick Althoff Buys "Country Estate"

Dough Guy Paul Banker has come up with the best bet of the week . . . Paul made a deal with Herb Byrd to place 50 sheep on Herb's farm to keep the grass short . . . and Banker gets all the benefit of the pasturing.

Speaking of Byrd, we learn that he fell out of the boat while fishing in Michigan with Bill Clegg. Roy Wells, another of the Dayton barkers who'd rather fish than eat (or perhaps work) has been spending several days at the lakes.

Dick Althoff has purchased a "country estate." He is now trying to work out a deal to have his two acres of lawn cut but has purchased an electric mower. Fred Kette became so interested in the new gadget the other day that he mowed half the yard for Sir Richard.

Si James, Eaton theatre owner, is one of the new barkers in Tent 18. Charles Baumann, in training with the draftees at Camp Wolters, writes frequent letters to brother barkers explaining the finer points of army life.

John Collins, wrestling promoter, is busy these days building a new outdoor arena.

Barkers who are attending the Atlantic City convention include Harry Condron, Bill Clegg, Fred Krimm, Roy Wells, Carlton Edwards, Henry Burkhardt, Sylvan Fred, Herb Byrd, and Paul Banker.

Tent No. 21—Atlanta

83 Members at Convention; Better Films Committee Sends Check for Charity; Clubrooms Improved

With 83 of our members attending the Atlantic City convention the club rooms take on somewhat of a vacant appearance these days. Incidentally our Barkers expect to bring home the attendance trophy.

First public recognition of the club has arrived in the form of a check for $100 from the Atlanta Better Films Committee. The lovely ladies of that organization put on a benefit bridge for the Heart of Variety which is greatly appreciated.

The club rooms have been gone over slightly and improvements consist of the re-covering of the bar stools, ladies lounge furnished, visitors "Welcome" sign placed over the new registration desk which has been built in the ante-room adjoining the main rooms and new uniforms have been ordered for attendants.

The Heart of Variety Committee is sadly disappointed that they have $15,000 on hand to spend for charity but can find no place to spend it. After negotiating for several months for a piece of property which was to be given to the boys of Atlanta as a club and which would have cost the $15,000, the folks owning the property sold it secretly and for a higher sum without even advising the club of their actions. The Heart of Variety Committee men read the sad news in the papers and will have to scout around and look for another major charity which may be in the form of a huge playground for underprivileged children with a swimming pool and everything to make little boys and girls happy and healthy.

The playground idea came from the brain of Assistant Chief Barker Harry Ballance and as a reward he was immediately made a member of the Heart Committee and he together with Barkers Kessnich and Wilby have been ordered to investigate the playground possibilities and report back to the club at the next meeting to be held on Monday, June 2nd.

Tent No. 24—Charlotte

Charity Show Nets $2,500; Mrs. Charles Floyd Wins Buick; 35 mm. Portable Equipment for Shut-In Truck

The Charity Show held Friday night at the Dilworth Theatre was a huge success. More than $2,500 was realized. It was also a lucky night for Mrs. Sibyl A. Floyd, wife of Charlie Floyd, manager of the Columbus Theatre, Whiteville, N. C., who was awarded the Buick car which was given away at the show. Mrs. Floyd will be formally presented with the car at a special luncheon to be held at the clubrooms, Wednesday. Chief Barker Heck Everett will act as master of ceremonies.

Olin Mock's team finished in first place in the ticket selling contest with a total of $700. George Roscoe's go-getters (erroneously placed in the trailer spot last week) came in second with $467. Ray Ervin's gang took down the show position with $457, and Hal Keeter's team trailed with $435, making a grand total of the four teams $2,059. Received from other sources $1,453. Great work, boys. The profits derived from the show will more than pay for the 35 mm. portable equipment to be used in the Shut-In truck. According to Barker Phil Longdon and Benn Rosenwald, this equipment will be the finest and most modern of its kind which can be purchased at the present time.

At a special meeting held by the local Motion Picture Operator's Union, the operators decided to donate their services gratis, for these shut-in shows as soon as the equipment is ready.

Among the visitors during the week were J. F. Kirtz of the Atlanta Tent No. 21; Mr. and Mrs. Julian Mann of Raleigh, guests of Barker Bert Adams; Ray Palmer of Warner Bros., New York, guest of Property Man Johnny Bachman.

The Saturday Night Frolic again saw a capacity crowd. Dancing dominated the evening's entertainment.

Barker Al Burks has returned to his Metro office after spending most of the past week in New York City on account of the serious illness of his wife.



Ersatz Cannon Gets Laughs

Laughs and comments from patrons were inspired by the cannon lobby stunt created by Manager Robert Busch for the engagement of Universal's "Buck Privates" at the Jeffery Theatre, Chicago. The cannon was made from cardboard, with the exception of the wheel rims, which were nothing more than innertubes painted silver. The copy on the muzzle was illuminated by a flasher light.

Gets Infants Wear Display In Tieup on "Four Mothers"

A window display featuring infants' attire, was promoted by J. Maloney, manager of Warner's Grove Theatre, Chicago, on "Four Mothers," from Kahn's Department Store of that city. Alongside the display was a card reading: "Not only 'Four Mothers' but thousands of mothers find their road to happiness has been made more pleasant and profitable by shopping at this store." Scene stills from the picture and playdates were included in the display.

For a lobby display, Maloney suspended four dolls from a wire, with copy attached to each doll as follows: "Yes, you've guessed it—the 'Four Wives' now return to you as the 'Four Mothers.' Starting Sunday for four days."

Red Circle Between Beery's Eyes Provides Inviting Target, Sells Film

On "The Bad Man," Manager Al Kopulos, of Warner's Appleton, Appleton, Wisc., utilized a three-sheet with a head of Wallace Beery for an animated lobby display. A red circle was painted between Beery's eyes. Copy follows: "HIT THE 'BAD MAN' BETWEEN THE EYES! AND WIN A FREE PASS—ONE SHOT PER PERSON."

A toy dart gun was handed to each patron who wanted to try his marksmanship. Needless to say, the display attracted widespread attention. The art work was done by Assistant Manager Ray Arnold.

Barry's "Title Showmanship" Uses Theatre Space to Advantage

A good example of what might be termed "title showmanship," was conceived recently by Manager Richard Barry of Warner's Capitol Theatre, Chicago, when he hung a large canvas sign reading: "High Excitement—High Sierra," in the outer lobby where the ceiling is exceptionally high. On the lobby floor directly beneath the sign was another sign with the words: "Look Up." The banner was spotlighted.

Another stunt that Barry included in his "High Sierra" campaign was to mail postal cards to patrons who had borrowed books from the Warner Bros. "Million Dollar Library." The card stated that "High Sierra" was one of the most popular books on the theatre's shelf and that the film version would soon play the Capitol Theatre.

Huge Question Mark Bearing Copy Helps Sell "This Thing"

An effective lobby display for "This Thing Called Love," was prepared by Manager E. R. Erickson, of Warner's Rhodes Theatre, Chicago. Erickson instructed his art department to sketch a large question mark on a 40 by 60, using the following copy:

LOVE IN 13 EASY LESSONS
(What is it?)
See lovely (but nutty) Rosalind Russell
AND
Handsome (but screwy) Melvyn Douglas
in
"THIS THING CALLED LOVE"

Inside the outline of the question mark, pictures of the 13 steps to wedded bliss were pasted as follows: Lesson No. 1: Cupid; No. 2: telephone; No. 3: flowers; No. 4: box of candy; No. 5: picture of ma and pa; No. 6: dance bid; No. 7: auto ride; No. 8: movie; No. 9: jewelry store; No. 10: marriage license; No. 11: church; No. 12: home at last, and No. 13: stork.

Erickson planted a story titled "Rules for Love" in the local newspapers. Swains and belles were urged to see the picture for ideas on the latest in love-making.

Pretty Girl Ballyhoo

Two beautiful girls, one dressed in a bright red devil costume, and the other wearing a bathing suit, rode on the back of a sport model Packard roadster for a "Devil and Miss Jones" ballyhoo at San Diego, where the comedy played day-and-date at the State and California theatres. The ballyhoo was used at peak traffic hours including a ride in front of the Consolidated Airplane factory as some six thousand men came off shift.



Street Ballyhoo for Comedy

Comparatively simple in execution yet attracting maximum attention was the street ballyhoo used by Manager Ted Smalley of the Garde Theatre, New London, Conn., for the recent premiere there of RKO Radio's "A Girl, a Guy and a Gob."

Boy-Dog Contest Proves Popular

The "boy and his dog" contest proved highly popular as put over by Joe Longo for the State, Cleveland, showing of "Men of Boys Town." The local *News* used the contest, with youngsters required to send photos of themselves and their pets. Guest tickets were awarded the winners.



Lost-Found Department a Theatre Necessity



Although theatres may begin operation without providing for a Lost and Found Department, the need for such a department eventually springs up whether the manager likes it or not. People are always losing something, and while many never reclaim their lost articles, others return at extremely late dates hoping to recover a glove or a handkerchief or a coin purse.

Often they are resentful toward the theatre if the manager fails to recover these or other lost articles. It is for this reason that a systematic method in dealing with this problem should be inaugurated.

In Chicago, for example, the Warner theatres instruct their ushers to make every effort to find an article reported lost, without disturbing other patrons. If it isn't found, the patron is asked to fill out a "Lost and Found" card, which contains spaces for the following data: Date Lost, Article, Description (allow four or five lines), Patron, Address, Phone Number, Usher's Signature, Date Called, Date Claimed, Patron's Signature.

Thus, if the article is found, the manager compares it with the description given on the card. If article and description tally, he immediately notifies the patron who, upon claiming it, signs the card. When an article is not recovered, he sends a letter of regret to the patron. By so doing, he indicates that an effort was made to help the patron, which is generally appreciated.

When articles are not claimed after a lapse of two or three months, they are sold or given away.

In some situations, managers arrange special displays of unclaimed articles, lending a humorous touch. An example of this is the one devised by Murry Livingston for the lobby of the Farragut Theatre, Brooklyn, during the theatre's 20th anniversary celebration.

Display Gets Laughs, Too

The display (*see cut*) contained all sorts of relics to which were attached laugh provoking descriptions. Here are a few examples: "Chewing Gum—Deposited by patron under seat for safe keeping . . . never called for." "Ostrich Egg—Found in the lounge . . . laid by some patron . . . never claimed." "False Teeth—A Farragut patron had these in his back pocket and was severely bitten by his own teeth."

Livingston claims the display made his patrons "theatre-conscious." And we might add that it probably also made them lost-and-found conscious, too.



Your Newspaper Should Grab This

In several cities where popular priced engagements of Charlie Chaplin's United Artists release, "The Great Dictator," are now taking place, a tieup on classified want ads are being arranged by UA field exploitation forces. The tie-up ad appearing in the newspapers is shown above. Note how it also ties in with current events.

Schlax Seeks Strawberry Blonde In Kenosha to Sell "Strawberry Blonde"

On "Strawberry Blonde," Warner's Kenosha Theatre, Kenosha, Wisc., Manager F. B. Schlax staged a ten-day contest to locate Kenosha's most typical strawberry blonde. Questionnaire cards were placed in all drug stores, cosmetic departments and beauty shops. Considerable word-of-mouth advertising was created by the quest.

Nostalgic song hits from the picture were plugged through window displays in all the sheet-music stores. Schlax reported that audience reaction was "fair," and that most people did not like the role Cagney played in the picture.

Kenney Identifies Each of Series Films as "New Release"

The Cosmo Theatre, R. J. Kenney, manager, identifies each of the current releases of the Blondie and Kildare series as a "new release" to dispel any impression that they might be reissues of old pictures.

In "Dr. Kildare's Crisis," Robert Young has been added to the cast so Kenney used his name to sell the picture as a current release. Further emphasis was given in the following message at the end of the talking trailer:

"We, the stars of 'Dr. Kildare's Crisis' consider it our best picture. Robert Young appears with us for the first time and we know that all his admirers will turn out to welcome him."

Many theatres throughout the country are confronted with the same situation. They, too, can undoubtedly use adaptations of this idea to achieve the same results that Kenney did.

File Away for Valentine's Day

An idea which you should file away for future reference is the cooperative Valentine's Day tieup with Postal Telegraph which Manager Andrew Saso of the California Theatre, San Jose, promoted on "This Thing Called Love." In a window display, Saso arranged two huge hearts, one plugging the picture, the other selling the PT's singing valentines. At the bottom of the display was a double row of scene stills bearing the catch line: "The Longest . . . Loudest Laugh Ever!"



William's Golf School Hypos Theatre Grosses

If giveaways are losing their effect in bolstering business on off-nights, it's probably time for you to change to something else. Managers have various opinions on the nature of the best business hypodermic, but one whose opinion should be valued is Tony Williams of the Sanford Theatre, Irvington, N. J. He gave away no money, he incurred little, if any, expense, yet he had a full house every Friday night.

Yes, it seems like a miracle. How *could* he have good business without giving away cash or dishes? The answer is simple: He conducted a school of golf every Friday night.

Now don't say there isn't any great public interest in golf, that it's a game for just a few people. Williams proved otherwise, and since the season is under way, chances are a lot of people who have never played would be willing to learn if they knew they could get free instruction. Here are the details of the stunt as devised and executed by the Irvington theatreman:

As a special added attraction every Friday night, a local professional golfer demonstrated the proper swing, grip, stance, etc., of golf. For a tee, a platform with a coco-mat was used, and the balls were driven into a net offstage.

To publicize the school, Williams contacted every player who had registered at the largest municipal golf course in the vicinity. At this course the pro was employed.

In the high schools, in cafeterias and recreation halls and at all golf courses, cards and one-sheet posters were spotted. To the theatre the golf pro furnished photographs of himself teaching such celebrities as Johnny Van Demeer, Donald Budge, Babe Ruth, Ed Sullivan and Don Ameche how to play the game. These were displayed out in front.

Those who had taken lessons from the pro were sent letters informing them that they could get free lessons at the Sanford every Friday night and at the same time enjoy a double-feature program.

It is a fact, Williams points out, that the school attracted people to the theatre who had never attended before. Furthermore, he received numerous letters complimenting him on instituting such an unusual form of entertainment and diversion.

As we said before, the expense of the project was practically nil, for the golfer was glad to offer his services in exchange for the publicity.

Next time you complain about business as you throw your bag of golf clubs over your shoulder just before departing for the course, stop and think of what Williams did.

A New Use for Coal

Titles often suggest good exploitation stunts. For example, when Manager Elbert Trapp of the Rex Theatre, Bakersfield, Calif., played "Black Diamonds" recently, he promoted lumps of coal, had the title and playdate painted on them in white letters, placed them at street corners as newspaper weights.

Woman's Club Sponsors Premiere

The local Professional and Business Women's Club sponsored the "Land of Liberty" premiere at the Arcade, Cambridge, Md., for Harold C. Koren, with part of the receipts going to the local division of the National Guard.

A Novelty With a 'Bang'

"It's hot as a firecracker." That was the heading on a novelty distributed by Manager Al Mayes of the Palace Theatre, Graham, Texas. But instead of the word "firecracker," he had the real thing glued to the announcement. Everyone got a "bang" out of the giveaway.

Open Letter to

David Bachner
Warner Bros. Circuit Management Corp.
Cleveland, Ohio



DAVID BACHNER

Dear Dave:

We thought we'd gotten all the thrills possible from our Shorts Subject Contest—until we received your's of May 9th. That tag line in your letter: "I regarded my prize as a good luck omen, and invested it in Defense Bonds—may it bring as much good fortune to our nation as it has to me," came as a stirring climax to a series of real thrills for us.

When we set up the Shorts Subject Contest our chief aim was to make a real contribution to the cause of more and better exploitation for short subjects.

So you can imagine the thrill of satisfaction we got when you said: "In line with most exhibitors, I haven't devoted as much thought to publicizing shorts, mainly due to the large number of features that keep coming up for consideration. But looking over next season's plans for short subjects, is encouragement indeed to get the most out of each one. Certainly, if Hollywood can find more time to devote to producing better subjects, we who show them can expend more energy in bringing them to the public's attention."

Spoken like the man and showman that you are, Dave!

Those announcements of shorts for next season are enough to put any showman on his mettle. You've got to admit that Paramount revealed a socko lineup for next season—and revealed them in a way that was a shot in the arm for the whole short situation. Other companies will be coming along with announcements. Watch for 'em.

Mighty glad you received so many letters of congratulations on being a winner. That goes to show how much importance short subject producers, sales managers and your fellow showmen attach to the crusade for better shorts selling being carried on by STR. And what you say about Carey Wilson being such a grand guy goes, and in spades for us. Carey and the others who are producing real good shorts prove beyond doubt that they sincerely appreciate the efforts of showmen in putting showmanship behind their films.

Regards and best wishes to you from all the staff.

THE SHOWMAN



Advance Dope

HELLO, SUCKER (Univ.) **Comedy.** Rel. July 11. **Principals:** Hugh Herbert, Tom Brown, Peggy Moran, Walter Catlett, Lewis Howard, June Storey. **Plot:** A small-town young couple, who had brought their small nest-egg to the city, are duped into buying a dying vaudeville agency. They put the thing over by demonstrating merchandise in "living show-windows" from coast to coast. **Director,** Edward Cline.

THEY MEET AGAIN (RKO) **Drama.** Rel. June 20. **Principals:** Jean Hersholt, Dorothy Lovett, Maude Eburne, Anne Bennett. **Plot:** Jean Hersholt sets out to clear the name of a man unjustly accused of a crime. When he accomplishes this, he heals the broken heart of a child soprano, whose happiness at getting her father back makes her win a singing contest. **Director,** Erle C. Kenton.

PUDDIN' HEAD (Rep.) **Comedy.** Rel. June 16. **Principals:** Judy Canova, Francis Lederer, Raymond Walburn, Slim Summerville, Eddie Foy, Jr. **Plot:** A large broadcasting chain signs a hillbilly girl to a contract in order to get her signature to the release of a strip of land she owns. She surprises them by being a "success" and giving them her land gratis. **Director,** Joseph Santley.

TEXAS MARSHAL (Prod.) **Western.** Rel. May 30. **Principals:** Tim McCoy, Art Davis, Kay Leslie, Karl Hackett. **Plot:** The town banker and a couple of desperadoes pose as leaders of a fake "League of Patriots" in order to secretly purchase land, which unknown to the ranchers, contains valuable ore deposits. In their course of action a man is killed, which brings about their undoing. **Director,** Peter Stewart.

NO GREATER SIN (University Films) **Drama.** Rel. not set. **Principals:** Leon Ames, Luana Walters, Malcolm McTaggart. **Plot:** A Public Health Commissioner decides to wage a militant health campaign. His decision is brought about by the plight of a young man whose marriage had turned out disastrously, who promises to give him the evidence necessary to expose the quacks. **Director,** William Nigh.

DUDE COWBOY (RKO) **Western.** Rel. not set. **Principals:** Tim Holt, Ray Whitley, Marjorie Reynolds, Byron Fogler. **Plot:** A young rancher is plunged into hair-raising experiences when he tries to trace counterfeit money. In locating the set-up, he also finds a missing U. S. Government engraver, whom he rescues. **Director,** David Howard.

MOONLIGHT IN HAWAII (Univ. 1941-42) **Comedy-with-Music.** Rel. not set. **Principals:** Johnny Downs, Jane Frazee, Leon Errol, The Merry Macs. **Plot:** The Merry Macs have a tough time getting started in radio, so they stowaway on a ship going to Hawaii. There they get the opportunity, click, and through Johnny Downs get a sponsor. In between time everyone goes in for plenty of romance and music. **Director,** Charles Lamont.

LADY SCARFACE (RKO) **Drama.** Rel. not set. **Principals:** Dennis O'Keefe, Frances Neal, Judith Anderson, Mildred Coles, Eric Blore. **Plot:** A police officer tries to run down a mysterious underworld character known only as Slade. At first his activities are hampered by an ambitious girl photographer, but when they decide to work together, they succeed in unmasking the criminal. **Director,** Frank Woodruff.

FORCED LANDING (Para.) **Drama.** Rel. July 25. **Principals:** Richard Arlen, Eva Gabor, J. Carrol Naish, Nils Asther, Evelyn Brent. **Plot:** The daughter of the builder of hemispheric fortifications and an American aviator, who is forced to fly payrolls on the civil airlines of the independently governed island on which they live, fall in love. Imprisoned by a rebel leader, they are freed by the same leader who pays with his life for helping them. **Director,** Gordon Wiles.

FATHER TAKES A WIFE (RKO) **Comedy-Drama.** Rel. not set. **Principals:** Adolphe Menjou, Gloria Swanson, Desi Arnaz, John Howard, Helen Broderick, Florence Rice. **Plot:** A story of domestic squabbles, but this time the children worry over the love affair of their father, instead of father worrying over them. **Director,** Jack Hively.

PAPER BULLETS (Prod.) **Drama.** Rel. May 30. **Principals:** Joan Woodbury, Linda Ware, Jack LaRue, John Archer, Philip Trent. **Plot:** Two boys and a girl are released from the state orphanage. When the girl is sent to prison because she is trying to shield someone, the two boys get together and uncover evidence that proves her innocent and sends the guilty parties to jail. **Director,** Phil Rosen.

THE GANG'S ALL HERE (Mono.) **Gangster.** Rel. June 11. **Principals:** Frankie Darro, Marcia Mae Jones, Jackie Moran, Mantan Moreland. **Plot:** Frankie Darro works for a trucking company owner who has become involved in an insurance swindle racket through no fault of his own. Darro finds the evidence necessary to clear the owner and apprehend the real criminals. **Director,** Jean Yarborough.

BEYOND THE LAW (Univ. 1941-42) **Drama.** Rel. not set. **Principals:** William Gargan, June Clyde, John Litel, Anne Nagel, Mary Gordon. **Plot:** A special investigator for the State Bureau of Investigation is assigned to the difficult task of proving that America's most notorious prisoner is an imposter and that the most dangerous criminal is still at large. **Director,** George Waggner.

NEVADA CITY (Rep.) **Western.** Rel. June 20. **Principals:** Roy Rogers, George "Gabby" Hayes, Sally Payne, Billy Lee, George Cleveland. **Plot:** An unscrupulous financier hires a notorious bandit to make raids on two established transportation companies, so that each will think the other responsible. This causes open warfare and ends up in his gaining control of everything. But a young stage-driver gets wise and spoils the game. **Director,** Joseph Kane.

WRANGLER'S ROOST (Mono.) **Western.** Rel. June 4. **Principals:** Ray Corrigan, John King, Max Terhune, Forrest Taylor, Gwen Gaze. **Plot:** The Range Busters receive a call for help from the express company, to help track down a stagecoach bandit. The description fits a notorious outlaw who had disappeared, so they set out to find him and succeed in their quest. **Director,** S. Roy Luby.

'Boys Town Day' in Centerville

The Centerville, Ia., Association of Commerce sponsored a "Boys Town Day" in connection with the showing of "Men of Boys Town" at the Majestic, through the efforts of Manager Carter English. Boys were elected to the Mayor's office and other high positions. In addition, the local newspaper cooperated by turning over its departments to the boys for one day.



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Novel Juke Box Tieup Swells Business on "That Night in Rio"

You've heard of the new voice-selector phonographs. No? Well, they're instruments to be found in many restaurants, bars, recreation spots, etc. The patron drops a coin in the slot and a girl at a central switchboard answers through a loudspeaker on the phonograph. The patron requests the number he wants played, and the switchboard girl sees that his request is carried out, even dedicating the number to anyone he may desire.

Now that we've set the stage, we can reveal the novel tieup recently arranged by Manager Herman Kersken of the Fox Theatre, San Francisco, on behalf of "That Night in Rio."

Assisted by Dick Romo, exploiteer, Kersken had cards listing Carmen Miranda's song numbers placed on top of each of the phonographs. Whenever a patron dropped a nickel in the slot, he was informed by the switchboard girl that Carmen Miranda was playing in "That Night in Rio" at the Fox. Planted also at the juke box locations were photographs of Carmen and Don Ameche, and the girls announced that patrons could have them by asking the man at the bar. Whenever a patron did not ask to have the record dedicated to anyone, the girl dedicated it to "That Night in Rio."

Keep this tieup in mind the next time you play a musical, particularly if the new record announcing machines are in use in your town, and it's a likely possibility they will be.

Park Bench, Old Bike Used by Erickson to Plug 'Strawberry Blonde'

For the engagement of "Strawberry Blonde" at Warners' Rhodes Theatre, Chicago, Manager E. R. Erickson placed a park bench in the lobby beside which was a card with this copy: "This bench reserved for strawberry blondes only, but you may sit here to wait and see 'Strawberry Blonde' next Thursday to Saturday."

Obtaining an old fashioned bicycle, Erickson stood it in the lobby in advance, then moved it out in front during the run of the picture. Placed next to it was a card with this copy: "Hilarious memories of the good old days brought back in 'Strawberry Blonde'."

Dimes in Envelopes Given in Change to Plug 'Dancing on Dime'

One thousand small envelopes, each enclosing a dime in change were distributed by cashiers for the Highland Theatre, Chicago, as part of the campaign on "Dancing on a Dime." The envelopes were given to patrons as change when they purchased their tickets. Stamped on the envelopes was the following notation:

"Hold this dime as part of the price to enjoy 'Dancing on a Dime'—Highland Theatre." Then followed the playdates.

Distributes Heralds on 'Road'

Among the features of the "Tobacco Road" campaign put over by T. Martin Caracofe of the State Theatre, Harrisonburg, W. Va., were the distribution of 3,000 tabloid heralds through Washington newspapers, 3,000 book matches, placing of bumper strips on autos and of window cards in windows and in other appropriate spots.

Chorus Girl Distributes Cards

As part of the campaign for "The Great Lie" at the Earle Theatre, Washington, 250 Lux streamers were posted in leading grocery stores in the district. The first few days after the picture opened, cards containing messages to tell their friends if they enjoyed "The Great Lie" were distributed to patrons by one of the theatre's chorus girls.



ATLANTA ..... Astor Pictures, 163 Walton Street
BOSTON ..... Northeastern Film, 14 Piedmont Street
BUFFALO ..... Pam-O Film Exchange, 505 Pearl Street
CHICAGO ..... Special Attractions, 1250 S. Wabash Avenue
CINCINNATI ..... Monogram Pictures, 1632 Central Parkway
CLEVELAND ..... Monogram Film Dist., 2108 Payne Avenue
DALLAS ..... Astor Pictures, 302½ S. Howard Street
DENVER ..... Commercial Film Exch., 2044 Broadway
DETROIT ..... Excellent Pictures Corp., 2310 Cass Avenue
INDIANAPOLIS ..... Capitol-Monogram Pictures, 404 N. Illinois Street
KANSAS CITY ..... Majestic Pictures, 1717 Wyandotte Street
LOS ANGELES ..... Majestic Distributing Corp., 1928 S. Vermont Avenue
MILWAUKEE ..... Astor Pictures, 717 W. Wells Street
NEW HAVEN ..... Connecticut Film, 126 Meadow Street
NEW YORK ..... Times Pictures, 630 Ninth Avenue
PHILADELPHIA ..... Peerless Dist. Corp., 1321 Vine Street
PITTSBURGH ..... Crown Film Co., 1701 Blvd. of the Allies
ST. LOUIS ..... Variety Pictures, 3215 Olive Street
SAN FRANCISCO ..... Astor Pictures, 261 Golden Gate Avenue
SEATTLE ..... Principal Pictures, 2312 Second Avenue
WASHINGTON ..... Peerless Dist. Co., 203 Eye Street N.W.

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. . . Program Notes From the Studios . . .

Ellen Drew's fine performance in "Reaching for the Sun," won her a stellar role in "Our Wife," John M. Stahl's current production for Columbia. The studio also announced that Theresa Harris has replaced Louise Beavers in the cast.

Starting date of Gene Autry's top-budget western, "Down Mexico Way," has been delayed until June, to allow the Republic star to make "Under Fiesta Stars" first.

Ten important Hollywood character actors were added to the cast of "Sullivan's Travels," Preston Sturges' Paramount picture co-starring Joel McCrea and Veronica Lake. They are Raymond Walburn, William Demarest, Eric Blore, Porter Hall, Robert Greig, Torben Meyer, Georges Renavent, Franklin Pangborn, Byron Foulger and Frank Moran.

Errol Flynn's next starring vehicle for Warner Bros. will be the story of General Custer, "They Died With Their Boots On." Production will start in June.

"Wanderers of the West," first feature in Monogram's new series of Tom Keene westerns, went before the cameras at Prescott, Arizona, under the direction of Bob Hill. Betty Miles, who recently won the California all-round cowgirl championship, has been assigned the feminine lead opposite Keene.

Cecelia Parker has been signed for the feminine lead in "Gambling Daughters" which T. H. Richmond will produce for Producers Releasing Corporation.

"The Singing Strings," famed all-girl band under the leadership of Lorraine Page, will be used in Edward Small's "International Lady," now in production under the direction of Tim Whelan. The picture will be released by United Artists.



Buck Jones Signs With Mono.

"Sign here, boss," is Buck Jones' invitation to W. Ray Johnston, Monogram Pictures president, as the pair conclude negotiations that bring the cowboy star under the Monogram banner for a series of eight western pictures.

One of Jeanette MacDonald's leading men in MGM's "Smilin' Through," will be her husband, Gene Raymond. He plays the role made famous by Fredric March in the last filming of the story. Brian Aherne has the other male lead.

Universal's "Radio Revels of 1942" has a big cast headed by Frances Langford, Ken Murray, Don Wilson and Skinnay Ennis and his band. Harold Young is directing.

20th Century-Fox studio started production on "Charlie Chan in Rio," with Sidney Toler in the title role. Other members of the cast include Mary Beth Hughes, Ted North, Cobina Wright, Sen Yung, Victor Jory and Harold Huber.

Charles Coburn has been signed by RKO to co-star with Dorothy Comingore and Edmond O'Brien in "Unexpected Uncle," which Tay Garnett will direct. Stardom comes to the veteran Coburn largely as a result of his brilliant performance with Jean Arthur in "The Devil and Miss Jones."

Mary Lee, Leni Lynn, Lois Ranson and Eddie Foy, Jr., have been set for leading roles in Republic's navy musical, "Navy Blue Eyes," based on a story by Mildred Cram. Filming is scheduled to start within the next three weeks.

Richard Thorpe, MGM director, has been assigned to direct the forthcoming untitled "Tarzan" picture which will again star Johnny Weismuller. Thorpe directed "Tarzan Escapes" and "Tarzan Finds a Son."

Loretta Young reported to Producer-director Gregory Ratoff for her starring role in "Tonight Belongs to Us," which Ratoff is making for Columbia release.

Edmund Lowe, William Gargan, Peggy Moran and Frank Albertson have the top roles in "Flying Cadets," Paul Malvern's first production for Universal. Erle Kenton is directing.

Frank Capra and Robert Riskin will make a sequel to their current John Doe picture, under the title "The Further Adventures of John Doe." The picture will be their first under their new two-year deal with Warner Bros.

The troupe of "Wild Geese Calling," are at Lake Arrowhead under the direction of John Brahm, for outdoor sequences before returning to the 20th Century-Fox lot. Henry Fonda and Joan Bennett head the cast.

Luli Deste, Hollywood's newest brunette siren, was signed by Harry Sherman to portray a major role in "Sheik of Buffalo Butte," a Hopalong Cassidy film. The cast is headed by William Boyd with Brad King, Jean Phillips and Andy Clyde.



Air Raid Instructions

Director Tim Whelan, who knows about air raids, having gone through a couple in London the past year, gives George Brent and Ilona Massey a talk on how to comport themselves during an alarm for sequences in Edward Small's "International Lady."

Paramount Sets New Story Buy Record

Girding its production resources for the greatest and most balanced output of film entertainment in its twenty-five year history, Paramount announced that forty-five important story properties have been acquired since January 1, including some of the costliest plays and books ever bought for filming.

These new properties, running the complete gamut of entertainment from drama, comedy and musicals to epic adventure, news headline stories, detective mysteries and large scale outdoor productions, will be augmented by selected properties from the studio's bulging bank of previously acquired properties, in supplying screen fare for 1941 and 1942, it was stated by Y. Frank Freeman, vice-president in charge of studio operations. The only type of story not included is the propaganda or ideological brand of story.

Shapiro Accepts New Post

Victor M. Shapiro was appointed press relations head of the Screen Writer's Guild. Acceptance of the new post is a preliminary move by Shapiro toward the formation of a national publicity, advertising and exploitation organization. He is currently in charge of pre-production exploitation for David O. Selznick Productions. Milt Watt will be associated with Shapiro.

Ellison Signed for "Charley's Aunt"

Jimmy Ellison has been borrowed from RKO for the Jack Benny starrer, "Charley's Aunt," at 20th Century-Fox. Ellison will have the romantic lead in the picture which Archie Mayo directs for Producer William Perlberg.

Sherman Signs Renaldo

Duncan Renaldo has been signed by Harry Sherman to play an important role in "Sheik of Buffalo Butte," next in the Hopalong Cassidy series.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Paramount studio announced a search for the world's largest elephant to play an important part in "King and Queen of the Jungle," forthcoming Dorothy Lamour starring picture. If you happen to run up against an exceptionally big elephant on your next motor trip, communicate with the studio . . . and we don't mean Laird Cregar.

What's a little extra dough as compared with your fans. That's the way Smiley Burnette felt when he turned down a summer radio show because it was sponsored by a tobacco company. Smiley thought such sponsorship might influence his youthful fan following. Nice work, big boy.

Gabbing with Bill (he always-says-no) Boyd on the set of Harry Sherman's "Secret of the Wastelands," Bill's 37th "Hoppy" role. That "he-always-says-no" moniker will have to stick to Bill until he says "Yes" . . . and we hope its soon.

We understand the tests made by John Barrymore for Warner's "The Man Who Came To Dinner" have the studio big-wigs all steamed up.

Re-glorified Gloria Swanson is showing Hollywood a thing or two about comebacks, and from the deluge of requests for art from magazines and newspapers, has lost none of her appeal. Miss Swanson is currently working in RKO "Father Takes a Wife," and the studio has her tied up with options for a long time to come.

Samuel Goldwyn is all set to produce a burlesque strip tease story, and has hired Lou Costello as technical advisor. We wonder if Sam will out-Minsky Minsky, which incidently was Lou's alma-mater.

Our snooping reporter tells us that Rouben Mamoulian's direction of "Blood and Sand," 20th Century-Fox epic, is one of the finest jobs turned out in many a moon. Mamoulian has done some tricks with color that are amazing, accentuating the proper color for every phase of human emotion.

Latest "Ellery Queen" Gets Gun

Producer Larry Darmour gave the "go" signal to "The Devil to Pay," third of this year's Ellery Queen mystery-detective pictures for Columbia. As in the other two, Ralph Bellamy and Margaret Lindsay head the cast, supported by Charley Grapewin, James Burke, John Beal, H. B. Warner, Linda Hayes, Douglas Dumbrille, Spring Byington, Sidney Blackmer and Walter Kingsford. James Hogan is directing.

"Soldier" Rehearsals Started

Roy Del Ruth, MGM director, has started chorus rehearsals for "The Chocolate Soldier," which he puts before the cameras on June 1, with a cast headed by Nelson Eddy and Rise Stevens. Del Ruth has ordered construction of a 60-foot revolving stage which can be raised and lowered 15 feet, for production numbers.



New Production Company Heads

The "big three" of University Film Productions are, left to right, Jeffery Bernerd, production executive, Edward Golden, president of University and Wm. Nigh, director. Their first effort "No Greater Sin" is now being produced at Fine Arts studios, Hollywood.

Norman McLeod Signs New Deal as MGM Director

Norman McLeod, now in the East, okayed a term directing deal with MGM over the long-distance phone. McLeod was originally signed by the Culver City studio to direct "Trial of Mary Dugan," and stayed on to handle the megaphone of "Lady Be Good," which features Ann Sothern, Eleanor Powell, Robert Young and John Carroll.

After completing "Lady Be Good," McLeod went to New York to look over the stage play "Panama Hattie," which MGM has given him to direct as his next assignment. The deal was made after several "sneak" previews of "Lady Be Good," which has been set back for August release in order to give it a heavy exploitation boost.

Big Cast for "Look Who's Talking"

Edgar Bergen and Charlie McCarthy, Fibber McGee and Molly, and Lucille Ball head the big cast of RKO's "Look Who's Talking," which Producer-Director Allan Dwan sends before the cameras this week. James V. Kern wrote the screenplay.

Oakie in Demand

Although Jack Oakie has two pictures remaining on his three picture commitment for 20th Century-Fox, Warner Bros. has joined MGM, Paramount and RKO in trying to get Darryl F. Zanuck to rearrange his schedule so as to permit Oakie to be available. He is currently working in "Navy Blues" at Warners.

To Produce Buck Jones Series

Monogram's Buck Jones "Rough Riders" series, will be produced by Scott R. Dunlap, who will select two other cowboy stars to work with Jones in the series. Starting date of the first and the director, will be announced shortly.

Griffith Casts Mary Anderson

Edward H. Griffith, Paramount producer-director, has cast Mary Anderson to play an important role in "Dildo Cay." Miss Anderson won critical praise for her work in "Cheers for Miss Bishop." The role Griffith has assigned to her will be her best opportunity to date.

HOLLYWOOD STUDIO ROUND-UP

Fifteen new pictures started this week, a further demonstration that the studios are preparing for the new selling season by having several blocks-of-five ready.

COLUMBIA

MEDICO OF PAINTED SPRING—Principals: Charles Starrett, Terry Walker. Director, Lambert Hillyer.

THE DEVIL TO PAY—Principals: Ralph Bellamy, Margaret Lindsay, Charley Grapewin. Director, James Hogan.

TONIGHT BELONGS TO US—Principals: Loretta Young, Dean Jagger, Eugenie Leontovich, Conrad Veidt. Producer-Director, Gregory Ratoff.

METRO-GOLDWYN-MAYER

LIFE BEGINS FOR ANDY HARDY—Principals: Lewis Stone, Mickey Rooney, Judy Garland. Director, George B. Seitz.

MONOGRAM

WANDERERS OF THE WEST—Principals: Tom Keene, Betty Miles, Slim Andrews. Director, Robert Hill.

PRODUCERS

CRIMINALS WITHIN — Principals: Eric Linden, Ann Doran, Constance Worth. Director, Joseph Lewis.

MOTORCYCLE SQUAD — Principals: Kane Richmond, Pauline Moore. Director, Al Kelly.

RKO-RADIO

OUTLAW TRAIL—Principals: Tim Holt, Janet Waldo, Ray Whitley. Director, Edward Killy.

LOOK WHO'S TALKING — Principals: Edgar Bergen & Charlie McCarthy, Fibber McGee & Molly, Lucille Ball. Director, Allan Dwan.

REPUBLIC

KANSAS CYCLONE — Principals: Don Barry, Lynn Merrick. Producer-Director, George Sherman.

20TH CENTURY-FOX

CHARLIE CHAN IN RIO — Principals: Sidney Toler, Mary Beth Hughes, Sen Yung. Director, Harry Lachman.

CHARLEY'S AUNT — Principals: Jack Benny, Kay Francis, James Ellison, Arleen Whelan, Laird Cregar. Director, Archie Mayo.

UNIVERSAL

RADIO REVELS OF 1942 — Principals: Frances Langford, Ken Murray, Don Wilson, Skinnay Ennis & Band. Director, Harold Young.

I, JAMES LEWIS — Principals: Franchot Tone, Walter Brennan, John Carroll, Carol Bruce. Producer-Director, Frank Lloyd.

FLYING CADETS — Principals: William Gargan, Edmund Lowe, Peggy Moran, Frank Albertson. Director, Erle Kenton.

Short Subject Reviews

Polo Phoney *(Good)*

RKO (13,705) Leon Errol No. 5 **18 mins.**

In his endeavors to obtain an order from a well known polo player, Errol tries to become one himself. Some of the scenes in which he attempts to get on a horse are amusing but, as a whole, the comedy is mild. However, the subject has been given a good production, an obviously large sum having been spent on it.

1-2-3 Go *(Amusing)*

MGM (C-298) Our Gang No. 8 **10 mins.**

When one of the Gang's star baseball players is run down by an auto as he tries to retrieve a ball, the youngsters decide to prevent a recurrence of the mishap, organize a Safety Club, soon have the whole neighborhood, children as well as adults, looking in all directions before crossing street intersections. There are a few chuckles and one or two good laughs provoked principally by Froggy. Edward Cahn directed the short. Because of its safety angle, it should be an excellent exploitation bet for wise showmen. Teachers and principals, school safety patrol groups, officials of the local chapter of the American Automobile Association and local newspapers should be brought into play. If you want to organize your own Kiddie Safety Club, this comedy provides an excellent incentive.

The Little Mole *(Very Good)*

MGM (W-245) Cartoon No. 5 **9 mins.**

Both children and adults will be delighted with this cartoon which concerns a little near-sighted mole whose fairyland is destroyed when he recovers his eyesight. The various hues employed in the Technicolor photography are exceptionally beautiful. There's a spot for this cartoon, produced by Hugh Harman, on any worthwhile program.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning May 17)

ASTOR — Out of Darkness (MGM) rev. 5-10-41.

CAPITOL—Information Please No. 9 (RKO-Pathe) rev. 5-10-41; Third Dimensional Murder (MGM) rev. 3-1-41.

CRITERION—Meet the Stars No. 3 (Rep.) rev. 3-1-41; More About Nostradamus (MGM) rev. 2-22-41.

GLOBE—Unusual Crafts (Col.) rev. 1-25-41; Western Wonderland (Col.) rev. 3-29-41; Crackpot Quail (Vita.).

PALACE — Publicity Sports (RKO-Pathe) rev. 4-5-41.

PARAMOUNT — The Forgotten Man (Para.); Delhi (Para.) rev. 4-5-41.

RADIO CITY MUSIC HALL—Crisis in the Atlantic (RKO-M of T) rev. 5-10-41.

RIALTO—Bob Chester & Orchestra (Para.) rev. 4-5-41; Feminine Fitness (Para.) rev. 12-21-40; Popeye Meets William Tell (Para.) rev. 10-5-40.

ROXY—A Dog's Dream (20th-Fox); Symphony in Snow (20th-Fox).

STRAND — Sockeroo (Vita.); Sail Ho! (Vita.); Goofy Groceries (Vita.) rev. 4-5-41.

Scrub Me Mama With a Boogie Beat *(Snappy)*

Univ. (5248) Cartune No. 8 **7 mins.**

The hepcats and alligators will throw their hats in the air at this one. It's replete with boogie-woogie and jive and the young 'uns will be dancing in the aisles. It's plenty hot and will fit any bill that needs a musical shot in the arm.

Dizzy Kitty *(So-So)*

Univ. (5249) Cartune No. 9 **7 mins.**

With few gags and a thin icing of story material this cartoon is just so-so. There are a few chuckles over Andy and Papa Panda's efforts to give an alley cat a scrubbing when they discover there's a $25 prize for the handsomest feline at a pet show.

Aeronutics *(Satisfactory)*

MGM (S-267) Pete Smith No. 7 **10 mins.**

Although satisfactory, this new Specialty does not come up to some of the previous efforts in this series. In a humorous way it deals with a student learning to pilot an airplane and of the dizzy spins and rolls he experiences. Naturally there are several laughs, but the "lesson in flying" seems to be stretched to the breaking point, and the photography in certain sequences is spotty and out-of-focus. Francis Corby and S. B. Harrison directed. With the nation especially air-conscious at the present time, you should get Army, Navy and Marine officials to feature the subject on their recruiting boards. Invite draftees about to be inducted to attend a special screening. Conduct a model airplane contest.

Picture People No. 9 *(Fair)*

RKO (14,409) **8 mins.**

Several sequences comprise this glimpse inside Hollywood. Some of Cinemaland's well known canines are exhibited in company with Jane Withers, Larry Simms, June Clyde and Abbott & Costello. Then Rita Hayworth is shown having a gown made by Monica, a modiste, a scene which may interest the women. Some indoor sports such as bowling, photo-electric rifles, etc., are depicted with Guy Kibbee, Brenda and Cobina and some others. As a finale, Ray Bolger tries out a new tap routine to the accompaniment of Harold Arlen's music. Louise Rousseau directed.

The Goose Goes South *(Excellent)*

MGM (W-246) Cartoon No. 6 **8 mins.**

Some geese *fly* south, but this one takes to the open road, and his experiences on the way, ably described by a commentator, are clever and laugh-provoking. His efforts to hitch a ride always result in the same auto screeching to a stop, the same driver regretting in a Cliff Nazarroesque jargon that he can't pick him up. There are, of course, other good gags which help to make this an excellent Technicolor cartoon to be enjoyed by the family. William Hanna and Joe Barbera supervised.

Stranger Than Fiction No. 90 *(Interesting)*

Univ. (5380) **9 mins.**

One of the more informative of this series, this release depicts a lame World War veteran who travels to Florida every winter with his pet rooster on a three-wheeled home-made motorcycle and trailer; the strangest chess set in the world; a driftwood zoo; a mother dog raising lion cubs and a strange freak of nature . . . the half animal, half plant sea anemones. This reel contains material of human interest but should be placed in a spot that does not call for too much speed. Alois Havrilla's narration helps.

Shadows in Swing *(Average)*

Univ. (5229) **18 mins.**

This is a typical vaudeville reel of which so many have been made in recent years. It features Jan Garber, known as "Idol of the Airways," and his orchestra. Louis DaPron, youthful tap dancing sensation appears in several dance routines. There are some pretty good photographic shots. Make a play for Jan Garber's radio fans when you book this one.

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 17)

PARAMOUNT (No. 75)—Hess flees to Britain; Preparedness in Singapore; Shipworkers strike at San Francisco; Strike at Boston Navy Yard; Navy launches new vessels; Badminton on ice in New York; Belmont Park racing season opens.

NEWS OF THE DAY (Vol. 12, No. 270)—Hess flees to Britain; London reveals fire blitz secret; British mop up in East Africa; Tokyo regiments China's orphans; Army training at Fort Lewis, Wash.; Mother's Day for Army boys (Chicago only); Sky fighter tested at Wright Field, O.; Marine parachutists in demonstration at Lakehurst, N. J.; Belmont Park racing season opens; Bob Stack wins speedboat regatta.

PATHE (Vol. 12, No. 75)—Ambassador Grew in Japan; British mobilize Singapore forces; Hess flees to Britain; Navy launches new submarine; U. S. Army tries new field photo units; Bombed Plymouth; Badminton on ice in New York; Cyclist sets world's record; Foot race in Australia.

UNIVERSAL (Vol. 13, No. 980)—Hess flees to Britain; King proves a good shot; Brazil naval school; Argentina master here; Two die in Kentucky train wreck; Army review at Ft. Lewis, Wash.; Navy launches submarine; Airplane guns tested at Dayton; Bob Stack wins speedboat regatta; Belmont Park racing season opens; Cyclist sets world's record; Water skiing at Seattle.

MOVIETONE (Vol. 23, No. 72)—Navy yard; Red Cross nurses graduated at Waldorf-Astoria; Ranchmen on horseback; Dress parade at Annapolis; Salmon fishing on Columbia river; Army review at Ft. Lewis, Wash.; Queen of Gardenias crowned in Florida; Army bombers over mountains; Belmont Park racing season opens; Badminton on ice in New York; Hank Greenberg in Army now.

(Released Wednesday, May 14)

PARAMOUNT (No. 74)—Whirlaway wins Baltimore Preakness; Japan welcomes Matsuoka home; Blockade anchors Axis ships; Hoover opposes convoys; Jack Benny honored on 10th anniversary in radio; Refugee camps in France; King Carol and Mme. Lupescu in Bermuda.

MOVIETONE (Vol. 23, No. 71)—King Carol and Mme. Lupescu in Bermuda; Churchill tours bombed Plymouth; Queen Mother Mary carries on; Gen. Wavell and Gen. De Gaulle meet in Cairo; Italian and German planes bomb Malta; Admiral Cunningham at Alexandria; Refugee camps in France; Cave of Winds bridge rebuilt at Niagara Falls; Livestock show at Sydney, Australia; Whirlaway wins Preakness.

NEWS OF THE DAY (Vol. 12, No. 269)—Italian and German planes bomb Malta; Britain convoys troops to Africa; Churchill visits bomb-battered Liverpool and Plymouth; Refugee camps in France; King Carol and Mme. Lupescu in Bermuda; Radio-controlled target boat tests U. S. gunners; Whirlaway wins Pimlico Preakness; Yachting season opens at Seattle; Himmel wins Radnor Hunt Cup at Berwyn, Pa.

PATHE (Vol. 12, No. 74)—King Carol and Mme. Lupescu in Bermuda; Hoover opposes convoy; Italian and German planes bomb Malta; British army mail on movie films; Radio-controlled target boat tests U. S. gunners; Queen Mother Mary visits wounded soldiers; Woodsmen, riders compete in Australian Empire Show; Whirlaway wins Pimlico Preakness.

UNIVERSAL (Vol. 13, No. 979)—King Carol and Mme. Lupescu in Bermuda; Axis planes bomb Malta; H.M.S. Warspite refuels at Matapan; Italians driven out of Eritrea; Churchill tours bombed Plymouth; Whirlaway wins Pimlico Preakness; Round up Italian waiters in New York; Use radio boat as target; Benny honored on 10th anniversary in radio; Yachting season opens at Seattle.

Meet Your Exchangemen

Fred North (Warner Bros.)

Though a slight tendency toward corpulence would seem to deny it, Fred North, Warners' exchange head in Detroit is known as a human dynamo in the Warner office. In 1922 he became manager of First National's Detroit office. When First National and Warners joined hands, Fred stayed at the helm of the Detroit office and has kept that position to the present. He has a summer home in Canada at which he entertains many of Michigan's film folk. He is oftimes called "Banker" and "Beau Brummel" because of his fashionable taste in wearing apparel.



Ralph Pielow (MGM)

The Pielow career in films began in 1915 with General Film Co. as a salesman in Pittsburgh. In 1918, he went to Albany for Pathe, then to Seattle and in 1921 with Goldwyn on the Coast. He was assistant to the district manager for a time and then returned to Albany as branch manager in 1928. He held this post for 12 years and last December was promoted to the managership of the New York MGM exchange. He has been credited by the studio with several ideas for improving MGM pictures.



Kenneth O. Lloyd (Col.)

Ken is a husky-looking chap and he better had be, for he's covering some of the toughest territory in the country—Montana. He started with Paramount in 1929 and rose from poster clerk to ad sales manager and then booker. He joined Columbia in 1936 as Montana salesman out of the Salt Lake City branch and he has been there since. He can tell some tall tales of selling in blizzards, driving on mountain roads.



Bert Freese (Republic)

Bert started with Tiffany as a salesman in the New Jersey territory and remained there until the Educational merger. Then he worked for First Division Pictures in the same territory, later being promoted to Albany branch manager. After that he was branch manager for Grand National in Albany and then joined Republic in the Buffalo branch. He now sells in the Syracuse and Rochester territories.



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FOR SALE: Eight year low rental lease Ohio Theatre, Leipsic, Ohio, including apartment. Excellent equipment. Catholic community. Clark Young, Bowling Green, Ohio.

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DRIVE-IN THEATRE for lease or sale. Good proposition for responsible man. Address: M. A. Rogers, 602 Twenty-First Street, San Bernardino, Calif.

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FOR SALE: Good Theatre. WANTED: good low intensity lamphouses. Write: Goodall's, Ogallala, Nebraska.

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RECONDITIONED ARC - RECTIFIER COMBINATIONS, from $99.50; Used Powers Projectors, $39.50; Lenses, $2.95; Spotlights, $2.95; Simplex Intermittents, $6.95; Soundheads or Amplifiers, $9.95; Jensen Tweeters, $9.95; General Electric Mazda Lamphouses, $19.95. What do you need? S.O.S. CINEMA SUPPLY CORP., 636 Eleventh Ave., New York.

HOLMES EDUCATOR PORTABLES WITH 2000-FT. MAGAZINES, $249.50; DeVRY ESF SOUND PORTABLES, $99.50; Standard make 16mm sound projectors, $85.00. Box 523, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

TWO 3-LINE MODERN ATTRACTION BOARDS with neon border, 8-inch black letters on white glass. EARL V. SEITZ, Sandusky, Ohio.

AMPROS, B&H, DeVRYS and VICTOR sound projectors. Want film. F. Shafer, Washington, Ind.

WANTED TO BUY

WANT 16 mm. sound projector equipped with arc light. Also want 16 mm. film. F. Shafer, Washington, Indiana.

WANT baby arc lamps and rectifiers; also 16 mm projector with high intensity arc. F. Shafer, Washington, Indiana.

Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
	Bat Whispers (My-D) ... C. Morris-U. Merkel	86		Reissued
	Crooked Circle (C)F ... Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
	Everything Is Rhythm (Mu) ... Harry Roy & Band	60	7/22/39	Not Rev.
	Framed for Murder (D) ... Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
	Hell's Angels (D) ... Lyon-Harlow-Hall	100	1/10/40	Reissued
	Hell's Crossroads (D)A ... Tom Keene-John Qualen		8/2/40	Reissued
	(Former title "Our Daily Bread")			
	Monster Walks (My-D) ... Mischa Auer	60	7/6/40	Reissued
	Murder at the Baskervilles ... Arthur Wontner		10/15/40	Not Rev.
	Scarface (D) ... P. Muni-G. Raft-A. Dvorak	88		Reissued
	Sky Devils (C-D) ... Spencer Tracy	88	9/1/40	Reissued
	Tumbleweeds (W) ... William S. Hart	86	5/1/39	Reissued
	U-67 (D) ... Alan Hale-Claude Allister	60	8/1/39	Reissued
	Vengeance of the Deep (D)F ... Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A ... Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F ... Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (C)F ... Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F ... Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1040	Glamour for Sale (D)A ... Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A ... Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F ... Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
	I Married Adventure (T)F ... Travelogue Feature	78	7/24/40	b8/3/40
1008	Lady In Question (D)A ... Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1038	Military Academy (D)F ... Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1039	Secret Seven (My)F ... Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W) ... Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
2006	Adam Had Four Sons (D)A ... Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A ... Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F ... Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
	Big Boss (D)A ... Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
2015	Blondie Goes Latin (CM)F ... Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F ... Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A ... Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F ... Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F ... Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F ... Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A ... Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A ... Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F ... Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F ... Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A ... Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F ... Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
	Her First Beau (CD)F ... Jane Withers-Jackie Cooper	76	5/8/41	b5/10/41
2021	Lone Wolf Keeps a Date (MyC)A ... Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F ... Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A ... Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F ... Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
	(Reviewed as "Ten Days in Paris")			
2030	Nobody's Children (D)F ... Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W) ... Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W) ... Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2002	Penny Serenade (CD)F ... Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
2033	Phantom Submarine (D)F ... Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W) ... Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F ... Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2214	Return of Daniel Boone (W) ... Bill Elliott-Betty Miles		5/7/41	a4/26/41
	She Knew All the Answers (D) ... Franchot Tone-Joan Bennett		5/15/41	a3/29/41
2018	So You Won't Talk? (C)F ... Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
	They Dare Not Love (D)A ... Martha Scott-George Brent	76	4/30/41	b5/3/41
2005	This Thing Called Love (C)A ... Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F ... Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
	Under Age (D)A ... Nan Grey-Alan Baxter-Tom Neal	60	4/26/41	b4/26/41
2202	West of Abilene (W)F ... Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W) ... Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming 1940-41

	Adventure in Washington (D) ... Herbert Marshall-Virginia Bruce		5/30/41	a3/15/41
	(Former title "Senate Page Boys")			
	Blondie in Society ... Penny Singleton-Arthur Lake			In Prod.
	Devil to Pay (My) ... Ralph Bellamy-Margaret Lindsay			In Prod.
2215	Hands Across the Rockies (W) ... Bill Elliott-Dub Taylor			a4/26/41
	Heaven Can Wait ... Robt. Montgomery-Rita Johnson			In Prod.
	I Was a Prisoner on Devil's Island (D) ... Sally Eilers-Donald Woods		7/10/41	a4/26/41
	Medico of Painted Spring (W) ... Chas. Starrett-Terry Walker			In Prod.
	Naval Academy (CD) ... Jimmy Lyden-Fred. Bartholomew		5/22/41	a3/15/41
	Officer and the Lady (D) ... Rochelle Hudson-Bruce Bennett			a4/26/41
	Our Wife ... Ruth Russey-Melvyn Douglas			In Prod.
	Richest Man in Town (D) ... Frank Craven-Edgar Buchanan		6/26/41	a4/26/41
	(Former title "Obituary")			
	Son of Davy Crockett (W) ... Bill Elliott-Iris Meredith			In Prod.
	Sweetheart of the Campus (MD) ... Ruby Keeler-Harriet Hilliard		7/3/41	a4/26/41
	(Former title "Betty Co-Ed")			
	Texans ... William Holden-Glenn Ford			In Prod.
	Tillie the Toiler (C) ... Kay Harris-William Tracy			In Prod.
	Time Out for Rhythm (DM) ... Rudy Vallee-Rosemary Lane		6/12/41	a3/15/41
	Tonight Belongs to Us ... Loretta Young-Dean Jagger			In Prod.
	Two in a Taxi (D) ... Anita Louise-Russell Hayden			a4/26/41
	(Former title "One Way Street")			
	Voice In the Night (D) ... Clive Brook-Diana Wynyard	83		b4/19/41

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F ... Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48	Boom Town (D)A ... Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
49	Golden Fleecing (CD)F ... Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F ... Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50	I Love You Again (C)A ... Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
46	Pride and Prejudice (PD)F ... Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44	Sporting Blood (A)F ... R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
45	We Who Are Young (D)A ... Lana Turner-John Shelton	78	7/19/40	b7/20/40

Current 1940-41

126	Andy Hardy's Private Secretary (C)F ... Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F ... Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
110	Bittersweet (Tech.) (O)F ... Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F ... Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A ... James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113	Comrade X (C)A ... Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40

MGM

Current 1940-41 (Cont.)

101	Dr. Kildare Goes Home (D)F ... Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F ... L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F ... A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108	Escape (D)A ... Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40
117	Flight Command (D)F ... Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A ... Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F ... Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
	Gone With the Wind (PD)F ... Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F ... Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A ... Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F ... Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
135	I'll Wait For You (D)F ... Virginia Weidler-Robt. Sterling	75	5/16/41	b5/10/41
116	Keeping Company (D)F ... John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F ... Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F ... Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
118	Maisie Was A Lady (C)A ... Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
132	Men of Boys Town (D)F ... Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
129	Penalty, The (G)A ... Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
119	Philadelphia Story (FC)A ... Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A ... Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F ... Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F ... Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger, Left Hand (C)A ... Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F ... Laraine Day-Robert Young	90	2/14/41	b2/15/41
131	Washington Melodrama (My)A ... Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/41
121	Wild Man of Borneo (C)F ... Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
136	Woman's Face (D)A ... Joan Crawford-Melvyn Douglas	106	5/9/41	b5/10/41
102	Wyoming (CD)A ... Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD) ... Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/41

Coming 1940-41

	Bargain Basement (F) ... Marx Bros.-Virginia Grey		6/13/41	a5/10/41
	Barnacle Bill (CD) ... Wallace Beery-Virginia Weidler			a5/10/41
	Billy the Kid (Tech.) (D) ... Rob't Taylor-Maureen O'Sullivan		5/30/41	a2/1/41
	Blossoms in the Dust (D) ... Greer Garson-Walter Pidgeon (Tech.)		6/27/41	a3/29/41
	Dr. Jekyll and Mr. Hyde (D) ... Spencer Tracy-Ingrid Bergman			a3/29/41
	Getaway (G) ... Robert Sterling-Van Heflin		6/6/41	a5/10/41
	Lady Be Good (Mu) ... Eleanor Powell-Ann Sothern			a3/22/41
	Life Begins for Andy Hardy ... Mickey Rooney-Judy Garland			In Prod.
134	Love Crazy (F)A ... Wm. Powell-Myrna Loy-Fay Bainter	99	5/23/41	b5/17/41
133	People vs. Dr. Kildare (D)F ... Lew Ayres-Lionel Barrymore	77	5/23/41	b5/10/41
	Smilin' Through (Tech.) ... Jeannette MacDonald-Ian Hunter			In Prod.
	Unholy Partners (D) ... Clark Gable-Rosalind Russell			a3/29/41
	(Former title "The Uniform")			
	Yearling, The ... Spencer Tracy-Anne Revere			In Prod.

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F ... Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Boys of the City (C-D)F ... East Side Kids	63	7/15/40	b7/20/40
	Doomed to Die (My)F ... Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Golden Trail (W)F ... Tex Ritter	52	7/3/40	b7/6/40
	Haunted House (D)F ... Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
	Laughing at Danger (D)F ... Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F ... Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
	Queen of the Yukon (D)F ... Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Rainbow Over the Range (W)F ... Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
	Up In the Air (My-D)F ... Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F ... Ben Lyon	60	9/2/40	b9/7/40

Current 1940-41

	Ape, The (D)F ... Boris Karloff	62	9/30/40	b10/26/40
	Break the News (M) ... Maurice Chevalier-Jack Buchanan	75	4/10/41	Reissued
	Chamber of Horrors (D)A ... Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)A ... Leslie Banks-Wilfred Lawson	65	1/15/41	b5/17/41
	Drums of the Desert (D)F ... Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F ... East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Her First Romance (C-D)F ... Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	Hoosier Schoolboy ... Mickey Rooney		4/17/41	Reissued
	House of Mystery ... Kenneth Kent-Judy Kelly		5/7/41	Not Rev.
	Invisible Ghost (H)A ... Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
	Kid's Last Ride (W) ... John King-Ray Corrigan		2/10/41	a1/11/41
	(Former title "Prairie Schooldays")			
	King of Zombies (H)A ... John Archer-Mantan Moreland	67	5/14/41	a5/17/41
	Ol' Swimmin' Hole F ... Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T) ... Adventure film		7/29/40	Not Rev.
	Outsider (D)F ... Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F ... Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pioneers, The (W)F ... Tex Ritter-Slim Andrews	61	5/10/41	b5/3/41
	Pride of the Bowery F ... Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F ... Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Ridin' the Cherokee Trail (W)F ... Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Roar of the Press (My)F ... Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
	Rollin' Home to Texas (W)F ... Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F ... Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Take Me Back to Oklahoma (W)F ... Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F ... Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F ... Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs (W)F ... Corrigan-King-Terhune	55	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)F ... Range Busters	60	4/20/41	b5/3/41
	West of Pinto Basin (W)F ... Corrigan-King-Terhune	56	11/14/40	b12/7/40
	You're Out of Luck (D)F ... Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	Gang's All Here (G) ... Frankie Darro-Mantan Moreland		6/11/41	a5/17/41
	Redhead (D)A ... June Lang, Johnny Downs	64	5/21/41	b5/17/41
	Silver Stallion (D) ... David Sharpe-Leroy Mason-Thunder			a5/10/41
	Wanderers of the Desert (W) ... Tom Keene-Betty Miles		6/25/41	In Prod.
	Wrangler's Roost (W) ... Range Busters		6/4/41	a5/17/41

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F ... Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3942	Golden Gloves (D)A ... Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A ... Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3943	Mystery Sea Raider (D)F ... Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F ... Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3959	Stagecoach War (W)F ... Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3941	Untamed (Tech.) (D)A ... Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940	Way of All Flesh (D)A ... Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

Current 1940-41

4009	Arise, My Love (CD)A ... Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)F ... Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)F ... Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F ... Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)F ... Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F ... Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)F ... Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)A ... Dick Powell-Joan Blondell	94	9/20/40	b9/7/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
4016	Life With Henry (C)F	Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4022	Lady Eve (D)F	Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)F	Phil Regan-Bert Wheeler-Dorsey	83	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)F	Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)F	Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)A	Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)A	D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)F	J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4026	Power Dive (D)F	Richard Arlen-Jean Parker	68	4/25/41	b4/12/41
4004	Quarterback (CD)F	Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)F	MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4027	Reaching for the Sun (CD)A	Joel McCrea-Ellen Drew	88	5/2/41	b4/12/41
4025	Road to Zanzibar (CM)F	Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)F	Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4001	Rhythm on the River (M)F	Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)F	Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)F	J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4021	There's Magic in Music (M)F (Reviewed as "Hard Boiled Canary")	Allan Jones-Susanna Foster	80	5/16/41	b3/1/41
4050	Three Men From Texas (W)F	William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)A	Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)F	Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)A	Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)F	Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming 1940-41

	Aloma of the South Seas (D)	Dorothy Lamour-Jon Hall (Tech.)	8/15/41	a4/12/41
	Caught in the Draft (C)	Bob Hope-Dorothy Lamour	7/4/41	a3/1/41
	Forced Landing (D)	Richard Arlen-Eva Gabor	7/25/41	a5/17/41
4028	I Wanted Wings (D)F	Brian Donlevy-Ray Milland	130 5/30/41	b3/29/41
	Kiss the Boys Goodbye (CM)	D. Ameche-M. Martin-O. Levant	8/1/41	a3/8/41
	New York Town	Mary Martin-Fred MacMurray	7/25/41	a11/30/40
4029	One Night in Lisbon (C)A	Madeleine Carroll-Fred MacMurray.	95 6/13/41	b5/10/41
	Parson of Panamint (D)	Charles Ruggles-Ellen Drew	6/27/41	a4/26/41
4054	Pirates on Horseback (W)	Wm. Boyd-Russell Hayden	5/23/41	a1/25/41
	Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)	7/18/41	a11/9/40
4030	West Point Widow (CD)	Ann Shirley-Richard Carlson	6/20/41	a3/22/41
	Wide Open Town (W)	William Boyd-Russell Hayden		a3/1/41

Coming 1941-42

Among the Living	Albert Dekker-Susan Hayward	In Prod.
Birth of the Blues	Bing Crosby-Mary Martin	In Prod.
Buy Me That Town (CD)	Lloyd Nolan-Constance Moore	a4/19/41
Great Man's Lady (D) (Former title "Pioneer Woman")	Barbara Stanwyck-Joel McCrea	a3/22/41
Henry Aldrich For President (CD)	Jimmy Lydon-Mary Anderson	a4/26/41
Hold Back the Dawn (D)	Chas. Boyer-Olivia de Havilland	a3/22/41
Mr. Bug Goes to Town	Tech. Cartoon Feature	In Prod.
Night of Jan. 16th (My)	Ellen Drew-Robt. Preston	a4/12/41
Nothing But the Truth (C)	Bob Hope-Paulette Goddard	a4/26/41
Secret of the Wastelands (W)	Wm. Boyd-Brad King-Andy Clyde	In Prod.
Skylark (CD)	Claudette Colbert-Ray Milland	a3/1/41
Sullivan's Travels	Joel McCrea-Veronica Lake	In Prod.
World Premiere (C)	John Barrymore-Frances Farmer	a4/26/41

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice(W)	Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	Bob Steele	55	9/30/40	Not Rev.
157	Billy the Kid Outlawed (W)	Bob Steele	55	7/20/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)F	Bob Steele	62	4/18/41	b4/12/41
160	Billy the Kid's Range War (W)	Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)F	Henry Armetta	62	2/7/41	b4/26/41
111	Criminals Within	Eric Linden-Ann Doran		6/13/41	In Prod.
105	Devil Bat (My)	Bela Lugosi	69	12/13/40	Not Rev.
109	Emergency Landing (Spy)	Carol Hughes		5/23/41	In Prod.
108	Federal Fugitives (Spy)	Neil Hamilton		3/28/41	a3/29/41
152	Gun Code (W)	Tim McCoy	55	8/3/40	Not Rev.
104	Misbehaving Husbands (C)F	Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
165	Lone Rider In Ghost Town (W)F	Geo. Houston-Alaine Brandes	64	5/16/41	b5/17/41
103	Marked Men (D)	Warren Hull-Isabel Jewell		8/28/40	Not Rev.
	Motorcycle Squad	Kane Richmond-Pauline Moore			In Prod.
155	Outlaws of the Rio Grande (W)F	Tim McCoy	53	3/7/41	b3/1/41
123	Paper Bullets	Joan Woodbury-Jack LaRue		5/30/41	a5/17/41
154	Riders of Black Mountain (W)	Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)F	Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)F	Roger Pryor-Virginia Vale	68	5/2/41	b4/26/41
156	Texas Marshal (W)	Tim McCoy-Kay Leslie		5/30/41	a5/17/41

R.K.O.-RADIO

Current 1939-40

39	Cross Country Romance (C)F	Gene Raymond-Wendy Barrie	66	7/12/40	b6/29/40
40	Dance, Girl, Dance (D)A	Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
36	Dr. Christian Meets the Women (D)F	Jean Hersholt-Dorothy Lovett	63	7/5/40	b6/29/40
38	Lucky Partners (C)A	Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
37	Millionaires in Prison (D)A	Lee Tracy-Linda Hayes	62	7/26/40	b6/29/40
42	One Crowded Night (D)A	Billie Seward-Don Costello	66	8/9/40	b8/3/40
61	Queen of Destiny (B)F (Reviewed as "Sixty Glorious Years")	Neagle-Walbrook (Tech.)	90	8/2/40	b10/29/38
85	Stage to Chino (W)F	George O'Brien	59	7/26/40	b7/27/40
41	Stranger on the Third Floor (D)A	Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
29	Tom Brown's Schooldays (D)F	Jimmy Lydon-Hardwicke	84	7/19/40	b6/22/40
86	Triple Justice (W)F	Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)F	Fay Wray-Charles Lang	62	8/23/40	b8/17/40

Current 1940-41

183	Along the Rio Grande (W)F	Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
161	Convoy (War)F	Clive Brook-John Clements	89	1/3/41	b12/7/40
122	Devil and Miss Jones (D)F	Jean Arthur-Chas. Coburn	92	4/11/41	b4/5/41
102	Dreaming Out Loud (C)F	Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
	Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40
182	Fargo Kid (W)F	Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)F	Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
120	Girl, A Guy and A Gob (C)F	Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)F	Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)A	Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)F	Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)F	Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)F	Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
124	Melody for Three (D)F	Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
110	Little Men (D)F	Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)F	Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)A	Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)A	Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)F	Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)A	Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)F	March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)F	Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
125	Repent at Leisure (C-D)	Kent Taylor-Wendy Barrie		4/4/41	a3/1/41
184	Robbers of the Range (W)F	Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
123	Scattergood Baines (C)F	Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41
116	Saint in Palm Springs(MyC)F	George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
128	They Met in Argentina(MD)F	Ellison-O'Hara-Ebsen	77	4/25/41	b4/26/41
104	They Knew What They Wanted (D)A	Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)A	Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her(C)F	Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)F	Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)F	Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

R.K.O.-RADIO

Coming 1940-41

			Mins.	Rel. Date	See Issue of
	Bambi	Disney Cartoon Feature			In Prod.
	Before the Fact (D)	Cary Grant-Joan Fontaine			a3/22/41
118	Citizen Kane (D)A	Orson Welles-Dorothy Comingore	120		In Prod.
185	Cyclone on Horseback (W)	Tim Holt-Marjorie Reynolds		6/13/41	a5/10/41
	Devil and Daniel Webster	Thomas Mitchell-Walter Huston			In Prod.
186	Dude Cowboy (W)	Tim Holt-Marjorie Reynolds			a5/17/41
	Father Takes a Wife (C-D)	Adolphe Menjou-Gloria Swanson			a5/17/41
	Gay Falcon	George Sanders-Wendy Barrie			In Prod.
129	Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles			a4/5/41
	Lady Scarface (D)	Dennis O'Keefe-Frances Neal			a5/17/41
	Little Foxes	Bette Davis-Richard Carlson			In Prod.
	Look Who's Talking	Bergen & McCarthy			In Prod.
	My Life With Caroline (C)	Ronald Colman-Anna Lee			a4/19/41
	Outlaw Trail (W)	Tim Holt-Janet Waldo			In Prod.
	Parachute Battalion (D)	Robert Preston-Nancy Kelly			a4/19/41
191	Reluctant Dragon	Benchley and Cartoon Characters		6/6/41	In Prod.
132	Scattergood Pulls the Strings (D)F	Guy Kibbee	65	5/23/41	a5/17/41
133	Sunny (MC)	A. Neagle-J. Carroll-R. Bolger		5/30/41	a5/3/41
134	They Meet Again (D)	Jean Hersholt-Dorothy Lovett		6/20/41	a5/17/41
126	Tom, Dick and Harry (C)	Ginger Rogers-Geo. Murphy		6/13/41	a3/29/41
	Unexpected Uncle	Edmond O'Brien-Jane Wyatt			In Prod.

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)F	Gene Autry-Burnette-June Storey	65	7/15/40	b7/20/40
955	Carson City Kid (W)F	Roy Rogers-"Gabby" Hayes	57	7/1/40	b6/22/40
924	Earl of Puddlestone (C)F	The Gleasons	66	8/31/41	b8/17/40
904	Girl From God's Country(D)F	Chester Morris-Chas. Bickford	75	7/30/40	b7/27/40
956	Ranger and the Lady (W)F	Roy Rogers-George Hayes	59	7/30/40	b7/27/40
909	Scatterbrain (C)F	Judy Canova-Alan Mowbray	73	7/20/40	b7/13/40
910	Sing, Dance, Plenty Hot(M)F	Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40
903	Three Faces West (D)F (Reviewed as "The Refugee")	J. Wayne-Sigrid Gurie-C. Coburn	81	7/12/40	b6/22/40

Current 1940-41

10	Arkansas Judge (C)F	Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)F	Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)F	Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)F	Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)F	Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)F	Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)F	Roy Rogers-George Hayes	57	9/15/40	b9/7/40
15	Country Fair (CM)F	Eddie Foy, Jr.-June Clyde	74	5/5/41	b5/17/41
77	Desert Bandit (W)	Don Barry-Lynn Merrick		5/16/41	a4/26/41
7	Friendly Neighbors (C)F	Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)F	Don Barry-Betty Moran	57	10/10/40	b10/12/40
22	Gay Vagabond, The (CD)	Ruth Donnelly-Roscoe Karns		5/12/41	a4/12/41
17	Girl From Havana (D)A	Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)F	Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)F	Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)F	Roy Rogers-G. "Gabby" Hayes	58	3/28/41	b4/12/41
14	Lady From Louisiana (PD)A	Ona Munson-John Wayne	83	4/22/41	b5/3/41
64	Lone Star Raiders (W)F	Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)A	John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)F	Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)F	Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)F	Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (CD)F	Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5/41
61	Oklahoma Renegades (W)F	Three Mesquiteers	57	8/29/40	a8/17/40
66	Pals of the Pecos (W)F	Three Mesquiteers	56	4/8/41	b4/26/41
20	Petticoat Politics (C)F	Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)F	Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)F	Three Mesquiteers	58	2/16/41	b2/22/41
43	Ride, Tenderfoot, Ride(MW)F	Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)F	Gene Autry-Smiley Burnette	79	1/24/41	b2/1/41
54	Robin Hood of the Pecos(W)F	Roy Rogers-George Hayes	59	1/14/41	b1/18/41
13	Rookies on Parade (CM)F	Bob Crosby-Ruth Terry	69	4/17/41	b5/3/41
56	Sheriff of Tombstone (W)F	Roy Rogers-George "Gabby" Hayes	56	5/7/41	b5/10/41
46	Singing Hill, The (MW)F	Gene Autry-Smiley Burnette	75	4/24/41	b5/3/41
2	Sis Hopkins (CM)F	Judy Canova-Bob Crosby	98	4/12/41	b4/12/41
73	Texas Terrors (W)F	Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)F	Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)F	Don "Red" Barry	57	8/16/40	b8/3/40
76	Two-Gun Sheriff (W)F	Don "Red" Barry-Lynn Merrick	56	4/10/41	b4/26/41
62	Under Texas Skies (W)F	Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)A	John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)F	Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)F	Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

16	Angels With Broken Wings(CD)	Binnie Barnes-Gilbert Roland	5/27/41	a4/26/41
78	Kansas Cyclone (W)	Don Barry-Lynn Merrick		In Prod.
	Nevada City (W)	Roy Rogers-George "Gabby" Hayes	6/20/41	a5/17/41
	Puddin' Head (C)	Judy Canova-Francis Lederer	6/16/41	a5/17/41
67	Saddlemates (W)	Three Mesquiteers	5/26/41	a5/3/41

Coming 1941-42

Mountain Moonlight	Weaver Bros. & Elviry	a5/3/41

20TH CENT.-FOX

Current 1939-40

46	Manhattan Heartbeat (D)F	Virginia Gilmore-Joan Davis	72	7/12/40	b6/8/40
50	Maryland (Tech.) (B)F	B. Joyce-Payne-Brennan	92	7/19/40	b7/6/40
52	Sailor's Lady (C)F	Nancy Kelly-Jon Hall	66	7/5/40	b7/6/40

Current 1940-41

107	Brigham Young, Frontiersman (PD)A	Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)A	Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)F	Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)F	Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
141	Cowboy and the Blonde(CD)F	Mary Beth Hughes-G. Montgomery	68	5/16/41	b4/26/41
136	Dead Men Tell (My)F	Sidney Toler	61	3/28/41	b3/29/41
113	Down Argentine Way (M)F	Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)F	G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
108	Gay Caballero (W)F	Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)F	Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)F	Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)F	Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
140	GreatAmericanBroadcast(DM)F	Alice Faye-John Payne-Jack Oakie	90	5/9/41	b5/3/41
111	Great Profile (C)A	John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)F	Paul Muni-Gene Tierney	94	1/3/41	b12/28/40
122	Jennie (D)F	Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40
139	Mail Train	Alastair Sim-Gordon Harker		4/25/41	Not Rev.
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

		Mins.	Rel. Date	See Issue of
103	Return of Frank James (PD)F.	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
102	Street of Memries (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tail, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F.	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

148	Accent on Love	Geo. Montgomery-Osa Massen	7/11/41	In Prod.
143	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell	5/30/41	a3/15/41
112	Bride Wore Crutches (CD)F.	Lynne Roberts-Ted North	59	6/13/41	b7/27/40
	Dance Hall	Cesar Romero-Carole Landis	7/18/41	In Prod.
144	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau	6/6/41	a8/17/40
142	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12/41
146	Man Hunt (Spy)	Walter Pidgeon-Joan Bennett	6/20/41	a5/3/41
147	Moon Over Miami (DM) (Tech.)	Don Ameche-Betty Grable (Former title "Miami")	7/4/41	a5/3/41
135	Outlaw, The	Walter Huston-Thos. Mitchell		In Prod.
145	Very Young Lady (CD)F	Jane Withers-Nancy Kelly	79	6/27/41	b5/3/41

Coming 1941-42

Belle Starr (Tech.)	Gene Tierney-Randolph Scott	In Prod.
Charley's Aunt	Jack Benny-Kay Francis	In Prod.
Charlie Chan in Rio (My).	Sidney Toler-Mary Beth Hughes	In Prod.
Dressed to Kill	Lloyd Nolan-Mary Beth Hughes	In Prod.
Last of the Duanes	Geo. Montgomery-Lynn Roberts	In Prod.
Private Nurse	Brenda Joyce-Jane Darwell	In Prod.
Sun Valley Serenade	Sonja Henie-John Payne-M. Berle	In Prod.
Yank in the R.A.F.	Tyrone Power-Betty Grable	In Prod.

UNITED ARTISTS

Current

Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
Cheers for Miss Bishop (D)F.	Martha Scott-William Gargan	100	2/21/41	b1/18/41
Foreign Correspondent (D)F.	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
Major Barbara (CD)A	Wendy Hiller-Robert Morley	112		b5/3/41
Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40	b7/20/40
That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
That Uncertain Feeling (SC)A.	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe	a3/1/41
Illusions	Merle Oberon-Alan Marshall	In Prod.
International Lady	Ilona Massey-George Brent	In Prod.
New Wine (MD)	Ilona Massey-Binnie Barnes	a3/8/41

UNIVERSAL

Current 1939-40

4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F.	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5011	Flame of New Orleans (CD)F.	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell	83	4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)F	Richard Arlen-Andy Devine	61	4/18/41	b5/3/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F.	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

	Cracked Nuts (C)	Una Merkel-Stuart Erwin	7/11/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Hello Sucker (C)	Hugh Herbert-Peggy Moran	7/11/41	a5/17/41
	Hit the Road (G)	George-MacLane-Dead End Kids	6/27/41	a3/29/41
	I, James Lewis	Franchot Tone-Walter Brennan	7/25/41	In Prod.
	In the Navy (CM)	Abbott & Costello-Evelyn Ankers	5/30/41	a5/10/41
	Marshal Law (W)	Johnny Mack Brown	6/20/41	In Prod.
	Men of the Timberland (A)	Richard Arlen-Andy Devine	6/6/41	a5/3/41
	Rawhide Rangers (W)	Johnny Mack Brown-Fuzzy Knight	7/18/41	In Prod.
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams	7/4/41	a4/5/41
	Tight Shoes (G)	Brod Crawford-Ann Gwynne	6/13/41	a5/3/41
	Too Many Blondes	Rudy Vallee-Helen Parrish	5/23/41	In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery	8/15/41	a3/8/41

Coming 1941-42

Beyond the Law (D)	Wm. Gargan-June Clyde-John Litel	a5/17/41
Big House Blues	Anne Gwynne-Nat Pendleton	In Prod.
Flying Cadets	Wm. Gargan-Ed. Lowe-Peggy Moran	In Prod.
Halfway to Shanghai	Charles Bickford-Evelyn Ankers	a4/26/41
Maid In Manhattan (M)	Johnny Downs-Jane Frazee (Former title "Sing Another Chorus")	a4/26/41
Moonlight in Hawaii (CM)	Johnny Downs-Jane Frazee	a5/17/41
Oh, Charlie (MyC)	Abbott & Costelle—Evelyn Ankers	a2/22/41
Radio Revels of 1942	Frances Langford-Ken Murray	In Prod.

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b6/29/40
417	Money and the Women (D)F.	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40

Current 1940-41

	Affectionately Yours (SC)F	Merle Oberon-Dennis Morgan	88	5/10/41	b5/10/41
570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A.	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
504	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F.	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A.	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
500	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My)F.	Maris Wrixon-Wm. Lundigan	63	3/1/41	b5/17/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
522	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
563	Singapore Woman (D)A	Brenda Marshall-David Bruce	64	5/17/41	b5/10/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
567	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	a11/2/40

Coming 1940-41

Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris	a4/12/41
Bride Came C.O.D. (C-D)	Bette Davis-James Cagney	a2/15/41
Bullets For O'Hara	Joan Perry-Roger Pryor	In Prod.
Dive Bomber (Tech.)	Errol Flynn-Fred MacMurray	In Prod.
Flight Patrol (D)	James Stephenson-Ronald Reagan	a4/12/41
Gentle People (D)	Ida Lupino-John Garfield	6/14/41	a3/8/41
Highway West (D)	Brenda Marshall-Olympe Bradna	a3/1/41
Kisses for Breakfast (C)	Dennis Morgan-Jane Wyatt (Former title "She Stayed Kissed")	a1/25/41
Manpower (D)	Marlene Dietrich-George Raft	a4/19/41
Million Dollar Baby (CD)	Priscilla Lane-Ronald Reagan (Former title "Miss Wheelwright Discovers America")	5/31/41	a2/1/41
Navy Blues (C)	A Sheridan-J. Oakie-M. Raye	a5/3/41
523 Nurse's Secret (My)F	Lee Patrick-Regis Toomey	65	5/24/41	b5/10/41
Passage From Hong Kong(My).	Keith Douglas-Lucile Fairbanks	6/21/41	a3/29/41
Sergeant York	Gary Cooper-Joan Leslie	a3/29/41
Shining Victory (D)	G. Fitzgerald-Jas. Stephenson (Former title "Winged Victory")	6/7/41	a2/1/41
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy	a3/1/41
Underground (D)	Jeffrey Lynn-Karen Verne	6/21/41	a3/22/41

MISCELLANEOUS

Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
Leopard Men of Africa (T)A.	Natives and animals	65	Select	b7/6/40
Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All.	b10/26/40
Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
Merry Wives (Czech) (H-D)A.	Czech cast	80	Lloyd	b2/1/41
Murder in the Night (D)A	Jack LaRue-Sandra Storme	58	Film All.	b7/20/40
No Greater Sin (D)	Leon Ames-Luana Walters		University	a5/17/41
Torso Murder Mystery (My)A.	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks.	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday.	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit.	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense	Exceptional	11	11/11/39
1901	Smithsonian Institution	Exceptional	11	6/15/40
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		10	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle		17	Not Rev.
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife.	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights		10	Not Rev.
2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/ 1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West.	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2756	Kitty Gets the Bird		7	Not Rev.
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

COLUMBIA 1940-41 (Cont.)

PHANTASIES CARTOONS (8)

2705	Cute Recruit		6	Not Rev.
2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41
2857	No. 7 (Ken Murray)		10	Not Rev.

STOOGE COMEDIES (8)

2407	All the World's a Stooge		16	Not Rev.
2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2807	Diving Thrills		11	Not Rev.
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes.	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger.	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	9/ 7/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106	Stuffie	Swell	11	3/ 9/40
S-105	What's Your I.Q.?	Good	7½	3/ 9/40
S-109	What's Your I.Q.? No. 2	Good	9	7/ 6/40

MGM 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
ROBERT BENCHLEY (4)			
F-141 Day of Rest	Funny	10	10/28/39
F-144 Home Movies	A Howl	9	3/ 9/40
F-142 See Your Doctor	Very Funny	8	12/23/39
F-143 That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECTS			
X-151 Flag Speaks	A Must	19	5/ 4/40
X-80 Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-59 Calling on Colombia	Standard	8	4/27/40
T-51 Day on Treasure Island	Colorful	10	9/ 9/39
T-55 Land of Alaska Nellie	Good	10	1/27/40
T-61 Modern New Orleans	Interesting	9	6/ 1/40
T-52 Natural Wonders of Washington State	Okay	10	10/28/39
T-57 Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56 Old Natchez	Good	9	2/ 3/40
T-53 Quaint St. Augustine	Charming	9	11/25/39
T-58 Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60 Sitka and Juneau	Interesting	9	4/27/40
T-62 Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54 Valiant Venezuela	Standard	9	12/23/39

1940-41

CARTOONS (18) (Tech.)			
W-243 Abu! the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-246 Goose Goes South		8	Not Rev.
W-247 Little Mole	Very Good	8	5/17/41
W-241 Lonesome Stranger	Excellent	9	12/ 7/40
W-242 Mrs. Ladybug	Excellent	8	1/ 4/41
W-244 Prospecting Bear	Funny	9	4/ 5/41
W-247 Rookie Dear		8	Not Rev.
CRIME DOESN'T PAY (6)			
P-201 Eyes of the Navy	Excellent	22	10/19/40
P-204 Forbidden Passage	Tops	21	3/ 1/41
P-203 Respect the Law	Very Good	20	2/ 1/41
P-202 You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
M-235 Battle, The		10	Not Rev.
M-232 Great Meddler	Very Good	10	1/ 4/41
M-233 Happiest Man on Earth	Unusual	10	2/ 1/41
M-234 More About Nostradamus	Timely	11	2/22/41
M-231 Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
C-296 Baby Blues	Very Good	10	4/ 5/41
C-295 Fightin' Fools	Good Fun	10	2/ 1/41
C-293 Goin' Fishin'	Standard	10	11/ 9/40
C-291 Good Bad Boys	Good	11	9/ 7/40
C-294 Kiddie Cure	Good Gang	11	12/ 7/40
C-298 1-2-3 Go	Amusing	10	5/17/41
C-292 Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297 Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)			
K-281 American Spoken Here	Excellent	10	12/ 7/40
K-283 More Trifles of Importance	Excellent	11	4/ 5/41
K-284 Out of Darkness	Significant	10	5/10/41
K-282 Whispers	Excellent	10	2/22/41
K-285 Willie and the Mouse		10	Not Rev.
PETE SMITH SPECIALTIES (14)			
S-267 Aeronutics	Satisfactory	10	5/17/41
S-266 Memory Tricks	Amusing	9	4/ 5/41
S-264 Penny to the Rescue	Excellent	10	2/ 1/41
S-261 Quicker'n a Wink	Excellent	10	11/ 9/40
S-265 Quiz Biz	Entertaining	10	2/22/41
S-263 Sea For Yourself	Holds Interest	10	1/ 4/41
S-262 Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-218 Alluring Alaska	Usual	10	4/ 5/41
T-214 Beautiful Bali	As Usual	10	12/ 7/40
T-211 Capital City	Fair	9	9/ 7/40
T-212 Cavalcade of San Francisco	Too Late	9	9/28/40
T-219 Glimpses of Kentucky	Good	10	5/10/41
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
T-216 Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213 Old New Mexico	Fair	10	11/ 9/40
T-215 Old New Orleans	As Usual	10	1/ 4/41
T-217 Red Men on Parade	Fair	10	3/ 1/41
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939 40

COLOR CLASSICS (6) (Tech.)			
C9-3 Ants in the Plants	Good	7	3/23/40
C9-1 Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4 Kick in Time	Good	7	2/24/40
C9-2 Little Lambkin	Cute	7	8/17/40
C9-5 Snubbed by a Snob	Cute	7	5/18/40
C9-6 You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
K9-6 Argentina		10	Not Rev.
K9-3 Chile	Fair Travelogue	10	12/16/39
K9-4 Cuba		10	Not Rev.
K9-1 Ecuador	Fair	10	9/16/39
K9-5 Isle of Columbus		10	Not Rev.
K9-7 Pacific Paradise	Interesting	10	7/13/40
K9-2 Peru	Average	10	10/21/39
HEADLINERS (10)			
A9-1 Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9 Blue Barron & Orch.	Good	10	6/ 8/40
A9-5 Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8 Have You Met Yvette?	Good	10	5/ 4/40
A9-4 Here's Hal	Average	10	12/16/39
A9-6 Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3 Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7 George Olsen and His Music	Peppy	10	3/23/40
A9-2 Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10 Pinky Tomlin & Orch.	Entertaining	11	8/17/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (10)			
V9-3 Bits of Life	Misses Fire	11	12/16/39
V9-2 Busy Little Bears	Splendid	10	11/11/39
V9-9 Dangerous Dollars	Informative	11	7/13/40
V9-7 Not So Dumb	Excellent	10	3/23/40
V9-6 Pictorial	Interesting	10	2/24/40
V9-10 Pictorial No. 2	Satisfactory	10	8/24/40
V9-1 Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5 Sugar Wind	Good	10	2/ 3/40
V9-8 Television Preview	Interesting	10	5/18/40
V9-4 Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
E9-10 Doing Impossikible Stunts	Good	7	8/17/40
E9-3 Females Is Fickle	Good	7	3/23/40
E9-9 Fightin' Pals		7	Not Rev.
E9-5 Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1 Never Suck a Baby	Good	6	11/18/39
E9-8 Nurse Mates	Fair	7	7/13/40
E9-6 Onion Pacific	Satisfactory	7	6/ 8/40
E9-12 Puttin' On the Act	Poor	7	8/24/40
E9-2 Shakespearian Spinach	Funny	7	2/ 3/40
E9-4 Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11 Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7 Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
J9-1 No. 1	Very Good	10	9/23/39
J9-2 No. 2	Very Interesting	10	11/25/39
J9-3 No. 3	Interesting	10	1/27/40
J9-4 No. 4	Exceptional	10	2/24/40
J9-5 No. 5	Very Good	10	5/ 4/40
J9-6 No. 6	Good	11	7/13/40
SPORTLIGHTS (13)			
R9-5 Aqua-Rhythm	Good	10	11/18/39
R9-10 Blue Streak	Excellent	10	5/ 4/40
R9-7 Bowling Skill	Very Good	10	2/ 3/40
R9-3 Catching Whoppers	Thrilling	10	9/23/39
R9-12 Cradle of Champions	Excellent	10	6/15/40
R9-4 Dog Is Born	Excellent	10	11/ 4/39
R9-2 Desert Adventure	Excellent	10	9/23/39
R9-8 Human Fish	Excellent	10	2/24/40
R9-1 Hydro-Maniacs	Exciting	10	8/26/39
R9-6 Judo Experts	Excellent	10	1/20/40
R9-11 Playmates of the Wild	Unique	10	5/18/40
R9-13 Sink or Swim	Very Good	10	7/13/40
R9-9 Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
B9-5 Foul Ball Player	Fair	7	6/ 8/40
B9-9 Fulla Bluff Man	Fair	7	8/24/40
B9-3 Granite Hotel	Good	7	5/18/40
B9-11 Pedagological Institution		7	Not Rev.
B9-10 Springtime in the Rockage		7	Not Rev.
B9-6 Ugly Dino	Cute	7	7/13/40
B9-2 Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4 Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8 Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1 Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12 Way Back When Women Had Their Weigh		7	Not Rev.
B9-7 Wedding Bells		7	Not Rev.
SYMPHONIC (3)			
D9-1 Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2 Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3 William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
L9-1 No. 1	Good	11	10/14/39
L9-2 No. 2	Fair	11	12/16/39
L9-3 No. 3	Good	11	2/ 3/40
L9-4 No. 4	Interesting	10	5/ 4/40
L9-5 No. 5	Good	10	5/18/40
L9-6 No. 6	Interesting	10	8/16/40

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ANIMATED ANTICS (10)			
H0-4 Bring Himself Back Alive	Good	7	12/21/40
H0-1 Dandy Lion	Poor	7	10/ 5/40
H0-3 Mommy Loves Poppy	Average	7	11/23/40
H0-2 Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7 Speaking of Animals	Excellent	9	3/15/41
H0-8 Triple Trouble	Just Fair	7	5/10/41
H0-6 Twinkletoes Gets the Bird		7	Not Rev.
H0-5 Wild Oysters	Unusual	7	2/15/41
H0-9 Zero, the Hound		7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)			
M0-4 Delhi	Good	11	4/ 5/41
M0-5 Indian Durbar	Gorgeous	10	5/10/41
M0-1 River Thames—Yesterday	Beautiful	10	11/23/40
M0-2 Sacred Ganges	Dull	10	1/25/41
M0-3 Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
G0-3 All's Well	Silly	7	1/18/41
G0-2 Constable	Satisfactory	7	11/23/40
G0-1 King For a Day	Fair	7	10/26/40
G0-5 Swing Cleaning	Fair	7	4/19/41
G0-4 Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
A0-5 Bob Chester & Orch.	Average	10	4/ 5/41
A0-4 Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2 Listen to Larry	Satisfactory	10	1/ 2/40
A0-3 Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1 Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40

PARAMOUNT 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MADCAP MODELS (6) (Tech.)			
U0-2 Dipsy Gipsy	Very Good	9	4/19/41
U0-3 Hoola Boola		9	Not Rev.
U0-1 Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
V0-3 Breezy Little Bears	Excellent	10	1/18/41
V0-1 Nature's Nursery	Excellent	10	11/ 2/40
V0-4 Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2 Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
E0-4 Eugene, the Jeep	Funny	7	12/ 7/40
E0-8 Flies Ain't Human	Fair	7	4/19/41
E0-2 My Pop, My Pop	Amusing	7	11/ 2/40
E0-7 Olive's Sweepstake Ticket		7	Not Rev.
E0-9 Popeye Meets Rip Van Winkle	Fair	7	5/10/41
E0-1 Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5 Problem Pappy	Fair	7	1/25/41
E0-6 Quiet Pleeze	Very Good	7	3/22/41
E0-3 With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
J0-1 No. 1	Good	10	10/ 5/40
J0-2 No. 2	Interesting	10	11/23/40
J0-3 No. 3	Interesting	10	12/21/40
J0-4 No. 4	Usual	10	3/22/41
J0-5 No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)			
S0-3 Crime Control	Excellent	11	4/19/41
S0-4 Forgotten Man		10	Not Rev.
S0-1 Trouble With Husbands	Great Fun	11	11/16/40
S0-2 Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
FF0-1 Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
R0-6 Acrobatic Aces	Excellent	10	1/25/41
R0-8 Canine Sketches	Fine	10	3/22/41
R0-1 Diving Demons	Beautiful	10	10/ 5/40
R0-5 Feminine Fitness	Very Good	10	12/21/40
R0-7 Fishing Fever	Appealing	10	8/10/40
R0-4 Marine Round-up	Excellent	10	3/22/41
R0-3 Motorcycle Stunting	Thrills Aplenty	10	12/ 7/40
R0-10 On the Spot	Funny	10	11/23/40
R0-2 Sporting Everglades	Very Good	10	5/10/41
R0-9 Sun Fun	Exhilarating	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
L0-1 No. 1	Good	10	10/ 5/40
L0-2 No. 2	Interesting	10	12/ 7/40
L0-3 No. 3	Good	10	2/15/41
L0-4 No. 4	Good	11	3/29/41

RKO-RADIO 1939-40

DISNEY CARTOONS (18) (Tech.)			
4105 Bill Poster	Very Good	8	5/25/40
4107 Bone Trouble		9	Not Rev.
4103 Donald's Dog Laundry	Very Funny	8	5/25/40
4109 Donald's Vacation	A Scream	8	8/10/40
4114 Fire Chief	Good	8	12/14/40
4113 Goofy's Glider	Excellent	8	12/14/40
4118 Little Whirlwind	Good	8	4/ 5/41
4106 Mr. Duck Steps Out	Swell	8	5/25/40
4112 Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101 Officer Duck	A Scream	8	9/16/39
4115 Pantry Pirate	Very Good	8	2/ 1/41
4110 Pluto's Dream House	Excellent	8	9/14/40
4117 Pluto's Playmate	Excellent	8	3/ 1/41
4108 Put-Put Troubles		7	Not Rev.
4102 Riveters	A Howl	7	5/25/40
4116 Timber	A Howl	8	3/ 1/41
4104 Tugboat Mickey	Excellent	8	5/25/40
4111 Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
3401 Act Your Age	Extremely Funny	18	10/ 7/39
3402 Kennedy the Great		19	Not Rev.
3404 Mutiny in the County		17	Not Rev.
3403 Slightly at Sea		16	Not Rev.
3405 'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
4201 No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202 No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203 No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204 No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205 No. 5 (Chris. Morley)	Good	11	2/10/40
4206 No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207 No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208 No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209 No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210 No. 10 (Deems Taylor)	Good	11	6/15/40
4211 No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212 No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213 No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
3704 Bested by a Beard		20	Not Rev.
3703 Scrappily Married		20	Not Rev.
3702 Truth Aches		19	Not Rev.
3701 Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
3108 Canada at War	Interesting	18	3/ 9/40
3109 America's Youth—1940	Satisfactory	19	4/13/40
3110 Philippines	Interesting	19	5/11/40
3111 U. S. Navy	Good	19	6/ 8/40
3112 Spoils of Conquest	Good	17	8/10/40
3113 Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
3201 Blamed For a Blonde	Very Funny	19	10/ 7/39
3203 Chicken Feed		18	Not Rev.
3202 Coat Tales		18	Not Rev.
3205 Goodness a Ghost		16	Not Rev.
3204 Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
3502 Bandits and Ballads		17	Not Rev.
3504 Coralling a School Marm	Good	20	8/10/40
3501 Cupid Rides the Range	Very Good	18	9/16/39
3503 Molly Cures a Cowboy		19	Not Rev.

RKO-RADIO 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
REELISMS (13)				
4602	Aeres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
SPORTSCOPES (13)				
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	8	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

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DISNEY CARTOONS (18) (Tech.)				
14103	Baggage Buster	Hilarious	7	5/10/41
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
14104	Good Time for a Dime	Excellent	8	5/10/41
EDGAR KENNEDY (6)				
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4/12/41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual.	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
14209	No. 9 (Alice Marble)	Excellent	11	5/10/41
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13705	Polo Phoney	Good	18	5/17/41
13702	Tattle Talevision	Funny	19	11/16/40
13704	When Wife's Away	Fair	20	4/ 5/41
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41
13110	Crisis in the Atlantic	Timely	18	5/10/41
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
13503	Red Skins & Red Heads	Poor	18	5/10/41
PICTURE PEOPLE (13)				
14401	No. 1	Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41
14409	No. 9	Fair	8	5/17/41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14502	What's Happening in Argentina	Very Timely	10	4/12/41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers.	9	11/16/40
14309	Sword Soldiers	Technical	9	5/10/41

REPUBLIC 1940-41

MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-5	Hollywood Meets the Navy	Timely	10	5/ 3/41
28-4	Los Angeles Examiner Benefit	Fair	10	4/26/41
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs.	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)				
510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent(Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE				
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1106	Caribbean Sentinel	Good	10	4/26/41
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)				
1601	Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1511	Dog's Dream		7	Not Rev.
1508	Fishing Made Easy	Fair	7	4/26/41
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)	Okay	7	4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1512	Magic Shell		7	Not Rev.
1557	Mississippi Swing	Rhythmic(Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing(Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold	Just a Cartoon	7	4/26/41
WORLD TODAY—QUENTIN REYNOLDS				
1701	Battle of the Atlantic	Timely	10	4/19/41
1702	War in the Desert		10	Not Rev.

UNIVERSAL 1939-40

		Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion.	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm.	19	6/22/40
4232	Varsity Vanities	Swing Session.	18	8/ 3/40
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

1940-41

CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	10/12/40
5249	Dizzy Kitty	So-So	8	5/17/41
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5248	Scrub Me, Mama, With a Boogie Beat	Snappy	7	5/17/41
5244	Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)				
5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12/28/40
5355	85—Hunting on Top of the World	Fascinating	9	12/28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones	Amusing	10	4/12/41
5360	Modern Way Down East		10	Not Rev.
5361	Trail of Father Kino		10	Not Rev.
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5228	Jumpin' Jazz		18	Not Rev.
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5229	Shadows in Swing	Average	18	5/17/41
5224	Tickled Pinky	Rustic Rhythm.	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41
5380	No. 90	Interesting	9	5/17/41
5381	No. 91		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

		Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2/24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/23/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch.	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)				
5316	Bears' Tale		7	Not Rev.
5312	Busy Bakers		7	Not Rev.
5322	Ceiling Hero		7	Not Rev.
5321	Circus Today	Clever	7	7/ 6/40
5315	Confederate Honey		7	Not Rev.
5314	Cross Country Detours	A Knockout	7	4/13/40
5309	Curious Puppy		7	Not Rev.
5310	Early Worm Gets the Bird		7	Not Rev.
5323	Egg Collector		7	Not Rev.
5313	Elmer's Candid Camera		7	Not Rev.
5306	Fagin's Freshmen	Amusing	7	11/25/39
5305	Fresh Fish	Swell	7	11/ 4/39
5319	Gander at Mother Goose	Good	7	5/18/40
5325	Ghost Wanted	Amusing	7	10/26/40
5304	Good Egg		7	Not Rev.
5317	Hardship of Miles Standish		7	Not Rev.
5303	Land of the Midnight Fun	Superb	7	9/23/39
5326	Little Blabbermouse	Amusing	7	8/ 3/40
5302	Little Lion Hunter		7	Not Rev.
5311	Mighty Hunters	Pleasing	7	2/17/40
5308	Screwball Football	Swell Cartoon	7	12/30/39
5301	Sioux Me	Clever	7	9/ 9/39
5307	Sniffles and Bookworm	Cute	7	2/24/40
5318	Sniffles Takes a Trip		7	Not Rev.
5320	Tom Thumb in Trouble	Cute	7	6/15/40
5324	Wild Hare		7	Not Rev.
SPECIAL RELEASE				
	Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)				
5706	All Girl Revue		7	Not Rev.
5704	No Parking	Fairly Funny	10	4/13/40
5703	Organ Novelty	Fair	9	11/11/39
5705	Radio and Relatives		10	Not Rev.
5702	Sword Fishing	Exciting	10	10/ 7/39
5701	Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)				
6202	Alice in Movieland	Superlative	20	11/30/40
6204	Dog in the Orchard	Meritorious	20	1/18/41
6201	Just a Cute Kid		20	Not Rev.
6203	Mack Sennett Revival		20	Not Rev.
6206	Seeing Eye	Poignant	20	4/ 5/41
6207	Sockeroo		20	Not Rev.
6205	Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)				
6102	Lady and the Lug		19	Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	8/31/40
6103	Throwing a Party		20	Not Rev.

VITAPHONE 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
HOLLYWOOD NOVELTIES (10)				
6304	History Repeats Itself	Good	10	9/30/39
6301	Football Highlights	Rockne Build-up	10	8/31/40
6303	Mexican Jumping Beans	Very Good	10	11/30/40
6302	Shark Hunting	Exciting	10	8/ 3/40
6305	Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)				
6601	Calling Dr. Porky		7	Not Rev.
6607	Haunted Mouse	Very Good	7	3/15/41
6608	Joe Glow the Firefly		7	Not Rev.
6602	Pre-Historic Porky	Clever	7	11/ 2/40
6611	Porky's Ant		7	Not Rev.
6609	Porky's Bear Facts	Amusing	7	4/ 5/41
6604	Porky's Hired Hand	Good	7	12/28/40
6610	Porky's Preview	Amusing	7	4/26/41
6606	Porky's Snooze Reel		7	Not Rev.
6603	Sour Puss	Satisfactory	7	11/30/40
6605	Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)				
6506	Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505	Henry Busse & Orch.	Good	10	11/30/40
6504	Skinny Ennis & Orch.	Good	10	12/28/40
6503	Jan Garber & Orch.		10	Not Rev.
6508	Marie Green & Her Merrie Men	Lively	10	5/ 3/41
6501	Matty Malneck	Snappy	10	8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)				
6706	Bed Time for Sniffles		7	Not Rev.
6713	Cat's Tale	Good	7	4/ 5/41
6712	Crackpot Quail		7	Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	12/28/40
6718	Farm Frolics		7	Not Rev.
6710	Fighting 69½	Good	7	1/18/41
6704	Good Night Elmer		7	Not Rev.
6715	Goofy Groceries	Novel	7	4/ 5/41
6703	Holiday Highlights	Swell Satire	7	11/ 2/40
6719	Hollywood Steps Out		7	Not Rev.
6701	Malibu Beach Party	Grade A	7	8/31/40
6707	Of Fox and Hound		7	Not Rev.
6708	Shop, Look and Listen	Good	7	12/28/40
6711	Sniffles Bells the Cat	Fair	7	3/15/41
6702	Stage Fright	Satisfactory	7	10/26/40
6714	Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716	Toy Trouble	Good	7	5/ 3/41
6717	Trial of Mr. Wolf	Very Good	7	4/26/41
6705	Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)				
6001	Flag of Humanity	Splendid	20	10/26/40
6005	Hunting the Hard Way (Not Tech.)		20	Not Rev.
6002	March on Marines	Excellent	20	12/28/40
6003	Meet the Fleet	Excellent	20	1/18/41
6004	Wings of Steel	Excellent	20	5/ 3/41
SPECIAL SUBJECTS				
	Christmas Under Fire	Heart Appeal	10	1/18/41
	London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)				
6407	Big Bill Tilden	For Tennis Fan	10	5/ 3/41
6404	California Thoroughbreds	Interesting	10	12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	8/31/40
6405	Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401	Fly Fishing	For Anglers	10	10/26/40
6406	Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

	Aida (Guaranteed)	For Music Lovers	9	5/11/40
	Heroic Greece (Norton)	Timely	10	3/ 1/40
	In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
	Norway's Fate (Hoffberg)	Fair	10	5/18/40
	On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
	Our Constitution (Prod.)	Inspiring	19	5/ 3/41
	Our Declaration of Independence (Prod.)	Timely	19	5/ 3/41
	Paper Hanger (King of Comedy Pictures)	Delightful	19	3 2/40
	Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
Spider Returns	15 Chaps.	5/10/41
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

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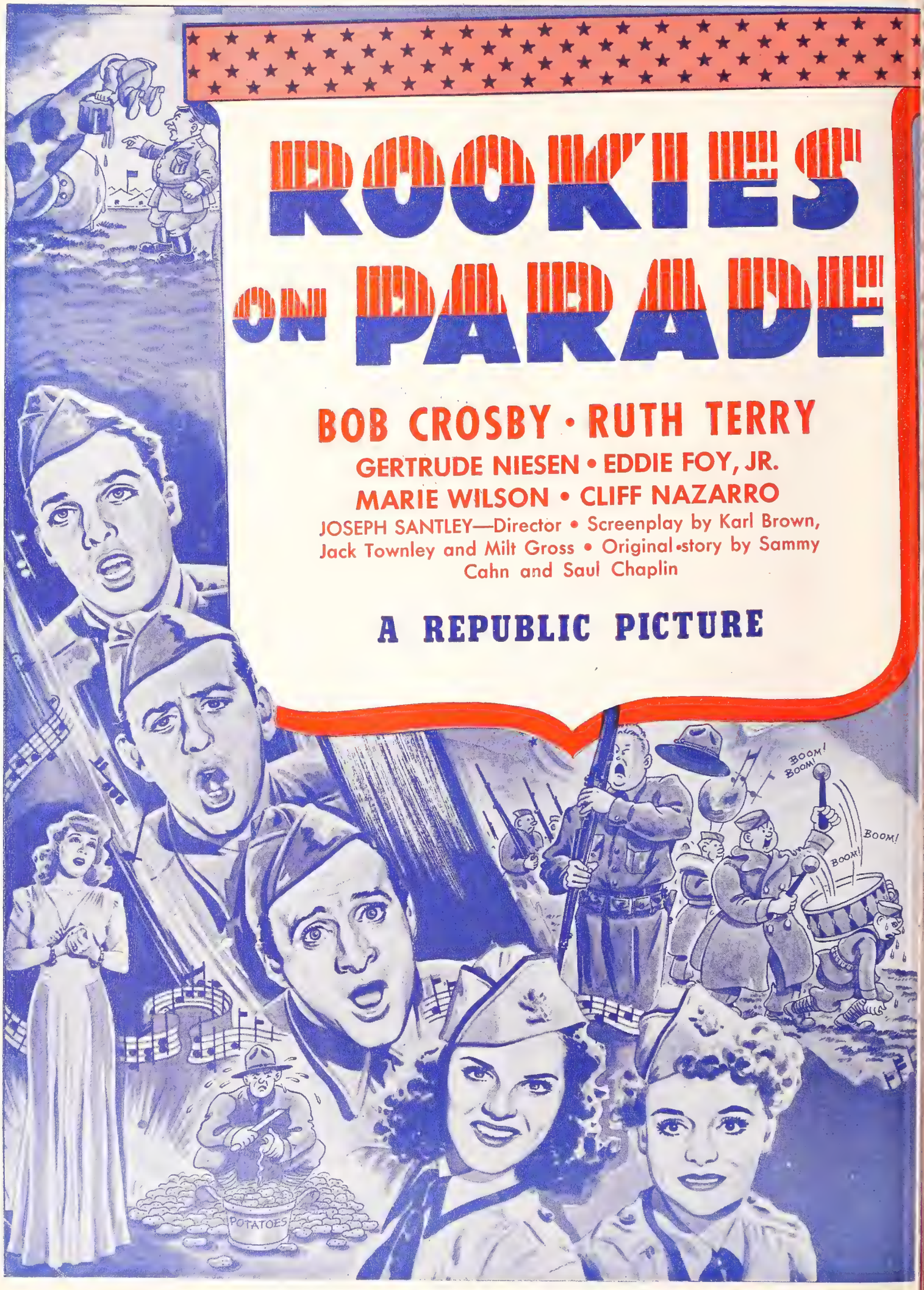
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POTATOES

MAY 20 1941

SHOWMEN'S TRADE REVIEW

FILE

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Vol. 34 No. 18

May 24
1941

Presenting

Equipment & Maintenance

Including:

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Showmanship Out Front Via Light and Color

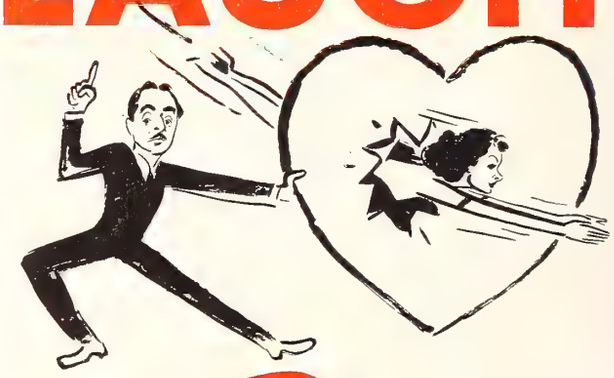
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it would make a WOODEN INDIAN LAUGH!



WILLIAM POWELL and MYRNA LOY are "LOVE CRAZY"

Take a Tip from the Critics!

HOLD-OVERS! "Love Crazy" standout laugh hit. Will roll up hefty biz in all runs, with key hold-overs indicated. ***—Variety***

BEST YET! Following "Ziegfeld Girl" this one should prove the value of Metro's contract. A cinch for all types of audiences. The best Powell-Loy to date. Not just funny, it's hilarious. ***— Film Daily***

TOP! Top box-office team. A hilariously funny offering. Loud and long were the laughs at its preview. ***—Motion Picture Daily***

HYSTERICAL! The audience hysterical with laughter. Adds up to one long howl of merriment. A large-sized hit. Production of top M-G-M quality. ***— Hollywood Reporter***

BEAT HEAT! A laughfest that will please in a big way. Tops. Beat the heat in Spring and Summer. ***— Showmen's Trade Review***

A CINCH! The kind the mob likes, served on a silver platter and a cinch for laughs. Cash customers will buy it and come back for seconds. ***— Boxoffice***

HIGH GROSS! Preview audience laughed often and loudly. A high gross of laughs. ***— Motion Picture Herald***

COIN! Heavy laugh payoff. A coin picture because of the names and the content, which is antidotal for the encircling gloom. A sure-fire audience picture. ***— Daily Variety***

WILLIAM POWELL• MYRNA LOY *in* "LOVE CRAZY" *with* Gail Patrick Jack Carson • Florence Bates • Sidney Blackmer • Screen Play by William Ludwig, Charles Lederer and David Hertz Directed by Jack Conway • Produced by Pandro S. Berman • An M-G-M Picture

The Editorial Page

Subjects for Discussion

Ed Kuykendall wanted our views on what we consider the important subjects that should come up for thorough discussion at the forthcoming MPTOA Convention in Los Angeles, June 9 to 12.

Well, Ed, we believe the convention should give light upon all possible constructive discussion of: (1) The basic workings of the Consent Decree and its effects upon theatre buying and booking; (2) The formulation of plans for a united-front battle against the ASCAP seat tax; (3) New trends in successful show selling, newspaper advertising and exploitation; (4) Arbitration procedure; (5) The desirability of settling disputes without resort to arbitration or litigation if a settlement is at all possible; (6) Harmful pre-selling by major companies with insufficient emphasis on trade selling; (7) An outright demand for trade press screenings of all pictures so that recognized trade papers may convey facts about product—in time to make the information useful for theatre booking purposes.

These are just a few that come to mind. No doubt others can add more than twice that many more—in which case you still will not be covering the entire situation as it affects the exhibitors. But this is a start, anyway.

Now if Ed would ask us what should NOT come up for discussion at the convention, we could cover that by saying: Anything not directly affecting the exhibitor and his every-day problems; anything that even remotely resembles a blurb or a commercial "plug"; any and all long-winded flights of oratory.

Thus, Ed, the two-way approach above, the things to discuss and not to discuss at your convention, may help chart a course that will make this meeting, for which you hold such high hopes, a valuable good will convention for theatremen in particular and the industry in general.

▲ ▲ ▲

Add Variety Club Convention

Now that the National Variety Club Convention is over, little remains to be said in retrospect about a gathering that was the most representative of its kind ever held in this industry.

If any further word should be called for, certainly no figure or event associated with the memorable affair held at Atlantic City is more deserving of remark than that human dynamo, the main-spring, the inspiration not only for the Variety Clubs idea and organization, but the recent convention too! His name is John H. Harris.

This reporter has registered attendance at as many conventions, perhaps, as any other in this industry, but never have we encountered so tireless a worker and so able an organizer as this man Harris.

If the various committee chairmen and their associates worked like Trojans without complaint or pause, it was because Johnny Harris was going them, one better all the time.

As a result of this latest convention of "The Heart of Showbusiness," it is our prediction that many new Tents will be organized between now and the opening date of the 1942 national convention in California. The industry has finally awakened to full realization of what the Variety Clubs of America mean to it and to the communities which they serve through their great charity work.

▲ ▲ ▲

After the Summer

The seasonal box office doldrums now have theatremen so concerned with the immediate present that what comes after is likely to be given little thought. While summer operation is a tough assignment, there is the Fall to follow and nary a sign or word comes from the five major companies as to the five-picture-blocks they will offer for the new season.

Originally it was thought that the first of the blocks would be announced (possibly even offered for sale) before June first. That date is almost upon us, but still no information about the groups that will be available.

Just what is going on behind the scenes cannot be said definitely. All is cloaked in a smoke screen of mystery. But why? First one and then another company issues statements about what will be ready for booking for the start of the new season and new methods of selling. Actually, not one single block of five pictures has been announced, much less offered for sale.

Maybe the plan is to make the whole thing a surprise party. A surprise for the exhibitors, and then, if the theatremen don't gobble up the proffered product, a surprise for the distributors who expected the exhibitors to all but break their legs rushing in to buy.

There has been more than sufficient time for preliminary plans and preparation. All five companies should now let their secret out of the bag, and tell the exhibitors when the first pictures will be trade shown; of what the blocks-of-five will consist, and when the pictures will be available for booking.

—"CHICK" LEWIS

Bill Forces Cancellation

Mich. Would Permit Sale Of Films in Blocks of 5

The Michigan House of Representatives this week passed a bill requiring distributors to give exhibitors a 20 per cent cancellation privilege in any block of pictures sold. The measure, originally the same as the Minnesota bill, was amended in the House so that distributors may sell less than an entire season's output, providing they allow 20 per cent cancellation.

The measure will now go to the Senate where it is sponsored by Senator James Burns of Detroit. In the House, Representative Snow was the sponsor.

The Michigan bill, while not so drastic as the Minnesota bill, in that it permits selling in blocks of five in line with the consent decree, nevertheless will limit distributors by compelling them to offer each exhibitor the right to cancel one picture out of each five. This is said not to be in conflict with anything in the consent decree. Chances of the Michigan measure being declared unconstitutional or being otherwise upset are regarded as negligible therefore.

Farnol to Work On Goldwyn Pix

Lynn Farnol, former director of advertising and publicity for UA and for many years Samuel Goldwyn's publicity representative, will work as publicity representative for RKO on the pictures to be made by Goldwyn. S. Barret McCormick, RKO director of advertising and publicity, announced this week that Farnol will work directly under him starting with "The Little Foxes," Goldwyn's first picture under his RKO contract.

Rep. Home Office Moves

Republic's home office was moved this week to 1790 Broadway. The company will occupy two floors in its new quarters.

ROME IN HOLLYWOOD



Louis Rome, Baltimore exhibitor, and his wife pose with Rudy Vallee on the set of "Time Out For Rhythm" on the Columbia lot.

RKO EXECS HAIL NEW THEATRE CHIEF



Charles W. Koerner, new RKO general manager in charge of theatre operations, arrived last week and was greeted by a delegation from the home office. Afterward he was tendered a luncheon arranged by Malcolm Kingsberg, vice president of Keith-Albee-Orpheum. Left to right above are William Howard, Charles B. MacDonald, John A. Cassidy, Wilbur B. England, Max Fellerman, Harry Mandel and Koerner.

Sees Point-of-Sale Selling

Einfeld Predicts Territorial Merchandising and Release Will Result From Consent Decree Provisions

Point-of-sale selling and the consequent territorial merchandising will soon be practiced widely, according to S. Charles Einfeld, WB director of advertising and publicity. Einfeld predicted that these departures, caused by the consent decree, would also necessitate an increase in advertising budgets, and said that Warner Bros. will spend from 20 to 35 per cent more on each picture than it has in the past.

The territorial merchandising will be implemented with missionary effort, a term which Einfeld declined to elaborate, but which has been interpreted before to mean intensive exploitation on the spot. In line with this, Einfeld said that national release dates will probably be superseded by territorial release dates. This will offer an opportunity for testing selling campaigns as well as the pictures themselves, he pointed out. If a campaign were found to be defective in one spot, it could be revamped and another idea tried elsewhere before the majority of first runs had played a picture. A test conducted in the first engagement of a picture would also determine how much money should be spent on exploiting it, he added.

Aside from these factors, Warner Bros. will increase its sales staff about 30 per cent, it was indicated this week, one whole floor at the home office being given over to its activities. A consequent increase in the advertising and publicity staff is also envisaged.

'U' Announces Benefits For Men in Service

Provision for Universal Pictures employees entering U. S. armed forces has been announced by the Company. Group insurance which is held for the personnel will be continued by the Company for all men called by the government. In addition, up to four weeks salaries will be paid to those who have been in the employ of Universal for more than two years.

Leading Speakers At MPTOA Meet

Hays, Braden, Harris and Freeman to Address Group

Prominent speakers both from within and without the industry have been obtained for the MPTOA Convention in Hollywood, June 8-12, Ed Kuykendall, president of the organization announced this week. Will H. Hays, MPPDA president, is slated as one of the principal speakers.

J. Edgar Hoover, director of the F.B.I., and J. F. T. O'Connor, Judge of the U. S. District Court, are the principal non-industry speakers. Others on the program are John H. Harris, National Chief Barker of the Variety Clubs; J. Noble Braden, executive secretary of the American Arbitration Association, who will explain the workings of the system to the delegates; Austin Keough, vice-president and general counsel of Paramount; Walter Wanger, Y. Frank Freeman, Edward Arnold and Nathan Golden, of the U. S. Department of Commerce.

Special round trip rates of approximately one and one-third of the one-way fares were being offered by the railroads for the convention, Kuykendall said.

To Survey Children's Opinions on Pictures

The National Board of Review through affiliates will make a survey of children's opinions on pictures, it will be announced at a meeting of the 4-Star Clubs next Saturday.

Theatre Tele Starts in N.Y.

Rialto Takes Equipment For 18 Week Trial Period

First actual theatre television in the U. S. will be installed in the Rialto Theatre in New York it was announced this week. Arthur Mayer, representing the theatre, and Arthur Levey, representing Scophony Television, Ltd. of London, signed a contract for the installation of equipment. Television presentations will shortly become part of the regular picture program of the Rialto, located in Times Square, New York.

Scophony Television was used in the Odeon and Monseigneur Theatres in London for over a year, but showings were discontinued because of the War.

The agreement signed is for a lease for an 18 week trial period, with the theatre obtaining the privilege of buying the equipment at the end of that time. A special screen with rear projection is being installed.

RCA is showing its equipment to leading exhibitors but none has signed a contract as yet.

Langan and Milner Promoted by Univ.

Jack Langan, manager of the Denver exchange for Universal has been named manager in Kansas City replacing Grover Parsons, resigned. Sam Milner, Los Angeles salesman, has been promoted to Langan's post.

Tax Would Cost Ore. Exhibs $125,000, Claim

The proposed tax of 5 per cent on film rentals would cost Oregon exhibitors alone $125,000 a year, Hamrick-Evergreen Theatres has told Representative Homer D. Angell, asking him to oppose the tax.

SHOWMEN'S Trade Review
Vol. 34, No. 18 May 24, 1941
Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, Civic Theatre, Adelaide, South Australia. Subscription rates per year; $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

May 27: Annual Film Daily Golf Tournament, Glen Oaks Club, Great Neck, L. I.
June 6: Film Bookers Club of Chicago annual dinner-dance, Sherman Hotel.
June 8-12: MPTOA annual convention, Los Angeles.
June 8-12: PCC of ITO annual convention, Los Angeles.
June 11-13: New Jersey Allied convention, Ritz Carlton Hotel, Atlantic City.
June 16-19: RKO Sales Convention, Waldorf-Astoria, New York.
June 24: Boston Variety Club charity ball.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Rep. Praised for Refusing 16 mm.

Turned Down $250,000 Seattle Exhibs Learn

A current bulletin of the ITO of Washington, Northern Idaho and Alaska gives high praise to Republic for having turned down an offer of $250,000 for transferring its feature pictures to 16 mm. for non-theatrical use. The amount would have been payable annually. The bulletin states that the refusal shows that Republic prefers that its feature films should be shown by exhibitors only.

J. M. Hone, Secretary, also urges all exhibitors in the territory to attend the MPTOA Convention in Hollywood, June 8-12.

The group will meet in the Washington Hotel next Tuesday to discuss taxes and the ASCAP question.

Hone advises all exhibitors that the federal defense tax law provides that ticket stubs must be kept for a period of four years and that there is a penalty for not doing so.

Meyer on Tour of NTS Branches

A. E. Meyer, general sales manager of International Projector Corp., has left on a tour during which he will visit branches of National Theatre Supply Company and attend meetings of I. A. Locals. Meyer's schedule includes the making of several addresses to projectionists in Salt Lake City, Seattle and Los Angeles, as well as other points before his return to New York the latter part of June.

The addresses are to be lectures on Simplex E-7 Projectors and are part of a plan to have projectionists become more familiar with E-7 and other projectors made by I.P.C.

Ealing Studios to Make 6 to 8 a Year for UA

Ealing Studios will make from six to eight pictures annually to be released by United Artists, it was announced this week by the latter. The pictures will be made by Michael Balcon and R. F. Baker. Three each will be designed especially for the American market.

Threat of Higher Prices Was Cause of Minn. Law—Berger

Minneapolis Circuit Head Says Exhibitors Were Frightened by Statements of Execs and Salesmen

The threat of higher film rentals caused Minnesota exhibitors to support the anti-block-of-five legislation, Ben Berger, Minnesota circuit head, told STR this week. Statements by executives and salesmen that the Consent Decree would permit an increase in prices frightened them, he said.

Berger, asked why many exhibitors who had formerly supported the bill have apparently reversed themselves and are now expressing doubts as to its ultimate feasibility, said: "Before the movement to enact the law started, Minnesota exhibitors were frightened by reports that film salesmen and executives were saying that the day of judgment had come and that, under the Consent Decree theatres would have to pay much higher rentals. Many exhibitors were stampeded into supporting the anti-block-of-five bill which they believed would protect them, and without figuring out its consequences."

Berger said that, personally, he was opposed to enactment of the Minnesota bill, but that Northwest Allied, of which he is a member, favored it by a wide margin and he accordingly went along with the majority.

Asked whether exhibitors would do anything at this time to repeal or amend the law, Berger replied that he didn't think so.

Most of the major distributors, he said, have stopped selling their product in the State, with the possible exception of Universal and Columbia, which are not signatories to the decree. Reports were current, he added, that the majors are considering moving exchanges across the state line to Wisconsin, only 40 miles from Minneapolis. Negotiations were said to be under way for a building in Hudson, Wis.

Discussing product supply, Berger said that at present, "perhaps 98 per cent of all exhibitors in our state have enough product to last until the end of the season in August or September. Therefore, they are under no pressure for product at this time. The only ones to suffer now are those who practice spot booking. These are the fellows who are stymied."

If distributors establish branches across the state line, there is nothing to prevent Minnesota theatremen from doing business with them, Berger asserted.

The Minnesota circuit head said he was one of those who counselled a fair trial for the Consent Decree among his fellow exhibitors. The decree should be permitted to operate for the specified number of years without interference and at the end of that time judgment should be passed upon its efficiency. If at the end of that time it proves inadequate then, and only then, should other legislative remedies be sought, he concluded.

Arbitration experts pointed out, this week, that an exhibitor in Minnesota could file an arbitration complaint in spite of the newly enacted law, on the ground, for example, that one or more of the distributors is forcing him to buy films in blocks of more than five. His complaint would be heard and a decision rendered by an arbitrator, in accordance with the arbitration clause of the Consent Decree.

It would then be incumbent upon signatories to the consent decree against whom the decision is directed, to abide by the ruling. If the defendant did not, however, abide by the decision, the Department of Justice could seek a court order compelling the defendant to do so.

Those familiar with arbitration law contend that, sooner or later, a test case will have to be brought to settle the many issues that are bound to crop up.

V. C. Reelects All Officers

Memphis Wins Charity Award at Convention

All national officers of the Variety Clubs were reelected last week at the annual convention in Atlantic City. John H. Harris was again chosen chief barker, Bob O'Donnell, first assistant chief barker, Harry Kalmine, second assistant chief barker, E. R. Reuben, property master and James Balmer, dough guy.

The mileage attendance award went to Dallas with over 95,000 miles to the credit of the members attending. The per capita award went to Atlanta which had 48 per cent of its members at the convention. George Washington Carver won the Humanitarian Award.

The charity award went to Memphis after Detroit withdrew because of winning last year. Memphis gave $16,000 to charity although it had pledged only $5,000. The Tent also created a mothers' milk bank in Detroit.

(*See page 9 for full page of pictures of the convention.*)



You know what happened
when "Buck Privates" boomed...

BUT BROTHER...WAIT TILL THIS ONE LETS GO!

With ABBOTT & COSTELLO wackier than ever...THE ANDREWS SISTERS "jivin" new HIT tunes...and DANCING BEAUTIES steaming into NAVY maneuvers!



So Brother...

GET THAT NAVY GRAVY

from

UNIVERSAL

DECORATION DAY · MAY 30!

NATIONAL RELEASE

PLAIN SHOW TALK

by NATE BLUMBERG, President UNIVERSAL PICTURES

PICTURES that take you out of the RED and deposit you into the FAT BLACK do not come along every day—and we all know it. When they do come you have to make the most of them. Every exhibitor in the United States is familiar with the wildfire hit made by Abbott and Costello in "Buck Privates". Every exhibitor who played it made money. Now Universal presents Abbott and Costello in a picture that will outdo even the phenomenal business of "Buck Privates". BUT, Universal hopes you are SET for it; SET to play it for extended time; SET to HOLD it so you can CASH IN on it! PREPARE for this baby right NOW. You don't have to screen it. You don't have to worry about it. You just have to COLLECT on it PROPERLY! If ever a picture in this business comes SOLID, this is IT!

IT'S set—if YOU'RE set!



Bud ABBOTT & Lou COSTELLO
DICK POWELL

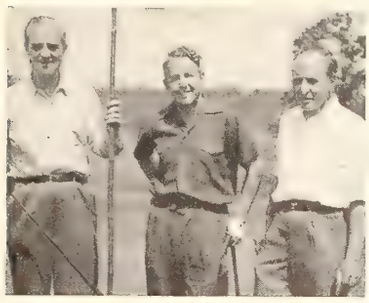
IN THE NAVY

with **THE ANDREWS SISTERS** • **Claire Dodd** • **Dick Foran**
Butch & Buddy • **Shemp Howard** • **Sunnie O'Dea** • **Condos Bros.**
Directed by ARTHUR LUBIN • **Associate Producer ALEX GOTTLIEB**

Screenplay by Arthur T. Horman and John Grant

Original Story by Arthur T. Horman

AT RKO GOLF TOURNEY



Ned E. Depinet, vice president; Lou Miller, assistant Western sales manager and N. Peter Rathvon, member of the Board of Directors, pause and pose on a green during the RKO Golf Tournament this week.

Cole Sees Decree Benefits Already

Arbitration Is Efficient In Disputes, He Says

Col. H. A. Cole, President of National Allied, pointed out this week that some of the benefits of the consent decree were already evident, despite the fact that most of its provisions do not take effect until September 1. Cited as a great advantage by Cole was the fact that some theatres can get product whereas they could not do so before. He also pointed to the efficiency of the arbitration system as an equitable method of handling disputes.

Cole said that he believed a higher quality of product would be released as a result of the new selling policy under the consent decree which requires offering pictures in blocks of five only after trade showing.

As an example of how the consent decree has helped the exhibitor, Cole pointed to the 15 new theatres in Texas, all of which have been built in towns controlled hitherto by circuits. Furthermore, all of these theatres are getting product, he said.

No New Theatres in Canada Is Decision

Prospect of any new theatres in Canada seems to be very slim as a result of a decision by R. C. Berkinshaw, head of the priorities division, who turned down three applications to build new houses this week. Unless the building has already been half erected, Berkinshaw said he would not issue any license.

WB Will Roadshow "Sergeant York"

Warner Bros. "Sergeant York" will have its four initial showings on a roadshow basis, it was learned this week. New York, Chicago, Los Angeles and Nashville will show the picture at two-a-day prices, with the latter city having the honor of the world premiere. The picture is still in production, but it is expected to be available for roadshow dates in July.

Para. May Buy Sparks' Stock

Purchase of Fla. Circuit Chief's 50% Considered

Paramount Theatres is negotiating for the purchase of the 50 per cent stock interest in the Sparks' All-Florida Circuit now held by its president, E. J. Sparks, it was confirmed this week by Leonard Goldenson, Par's director of theatres. Acquisition of the additional stock would not constitute purchase of the circuit inasmuch as Paramount now owns a 50 per cent interest.

The reason for the possible sale of Sparks' stock is said to be due to his health.

"Negotiations are in progress for purchase of Mr. Sparks' stock but the deal has not yet been consummated," said Goldenson.

Asked whether the Consent Decree's prohibition against expansion in theatre holdings aside from competitive necessities during the life of the decree, would prevent acquisition of Sparks' theatre holdings, Goldenson replied emphatically in the negative. The very fact that Paramount now owns a half interest in the circuit removes it from the category of a recent acquisition, he said.

The Sparks' Circuit consists of some 80 theatres located throughout Florida. Home offices of the circuit are in Jacksonville, Fla.

Film Daily Golf Tourney Next Week

All is in readiness for the Film Daily's annual golf and tennis tournament next Tuesday, May 27, at the Glen Oaks Golf Club, Long Island. Duffers will vie for prizes with golfers more skilled in the game. Many of the participants will probably wind up at the 19th hole discussing their mutual problems under the consent decree.

The committee in charge consists of Don Mersereau, Jack Levin, Si Seadler and George Morris. Every tennis player of whatever classification will be enabled to win a prize, the committee having formulated what it considers a "fair and square" plan in this respect.

Exhibs. Oppose 135 Minute Show Limit

Chicago—Exhibitors' reaction to the 135-minute bill introduced in the Illinois Legislature by Rep. Elroy Sandquist was reported, this week, as distinctly unfavorable, although it was generally admitted that elimination of the multiple feature evil was desirable.

The bill would not only limit motion picture shows, but it would require a 15-minute intermission after each hour. The bill has been termed a "health measure," and is in the House's Public Health Committee. Violations would be punishable by fines and prison sentences.

Wins Some Run In Arbitration

Mt. Morris Exhib. Gets Award; Dismiss Minn. Case

In two awards made by arbitrators, this week, one favored an exhibitor who demanded some run, while the other resulted in a dismissal of similar charges brought by another theatreman. Two new complaints, both concerned with clearance, were filed. Awards were made in the following cases:

Arbitrator Weldon D. Smith, granted some run to the Genesee Theatre, Mount Morris, N. Y., against one of the two defendants, 20th Century-Fox, the case against Paramount having been settled previously.

Charges that Paramount had refused to service the Gayety Theatre, Minneapolis, were dismissed by Arbitrator Philip Mackay who ruled that the company conformed to provisions of Section VI of the Consent Decree. Another case is pending against 20th-Fox.

New cases include the Rita Theatre, Vallejo, Cal., a new theatre scheduled to open this week, which filed the first arbitration complaint in San Francisco Tribunal asking for "reasonable clearance." Defendants are: RKO, Warner Bros. and Paramount. Named as interested parties are MGM, 20th Century-Fox and the Majestic Theatre. Also the Palm Theatre, Philadelphia, claiming unfair clearance, has filed a demand for arbitration against Warner Bros. Circuit Management Corp., Loew's, Inc., 20th Century-Fox and Paramount.

Place Takes Schenck's Post at 20th Cent.-Fox

Hermann G. Place, vice president of the Chase National Bank, has been elected chairman of the executive committee of 20th Century-Fox, succeeding to the post vacated by Joseph M. Schenck. The latter's place on the Board of Directors was taken by Edwin P. Kilroe.

Borg Promoted to Mgr.

Russell Borg has been promoted from salesman to branch manager in Kansas City for Warner Brothers, replacing C. K. Olson, resigned, it was announced this week by Gradwell L. Sears, general sales manager.

Rep. Sets Record

More Republic pictures were shown in more Class A theatres than ever before during the last quarter, it was revealed at a sales meeting in Hollywood this week. The western division showed an increase of 35 per cent in playdates and liquidation, it was announced.

Clifford Braun Dies

Clifford Braun, president of Ottumwa Theatres, affiliate of the Tri-States Circuit, died last Friday in Rochester, Minn.

VISITING SHOWMEN

Among out-of-town theatremen i New York this week were: Frank Wets man, J. D. Lenihan, Dan Lewis an Adrian Rosen, of Detroit; Ben Ash Max Torredor and Ben Berger, Minne apolis exhibitors; M. A. Lightman Malco Theatres; Charles Meaker an William Johnson of the Interstate Ci cuit of Texas; R. Payne of the Griffit Circuit, Dallas, and Messrs. McKenn and Griffin of the Griffith Circuit, Okla homa City; Abe Kaplan, Northwest Al lied leader; Lou Golding, Fabian Circu executive, Albany, N. Y.

Ohio ITO Meets Next Tuesday

Nat. Allied Directors to Convene Previous Day

The ITO of Ohio will hold meeting at the Cleveland Hotel i Cleveland next Tuesday at 1 P.M A meeting of the Board of Director of the National Allied organizatio is scheduled for the preceding da at the same place. Most of then will remain for the Tuesday session

The National Directors are ex pected to place some constructiv suggestions before the Ohio grou anent current problems. Pete Wood Secretary of the latter, in his cal for the meeting says, "It is realize by everyone connected with the in dustry, from the high executive of the large theatre operating com panies clear down the line to th small exhibitor who runs his ow house, that there is something radi cally wrong with the business. W feel that the situation is so seriou that we should devote this littl time to discuss the problems of th business, the success of which is s vital to all of us."

Harmon Talks to AMPA on Defense

Francis S. Harmon, national co ordinator of the Motion Pictur Committee Co-Operating for Na tional Defense was the principa speaker at a meeting of the AMPA

Tri-States Plans Cut In Students' Tickets

Des Moines, Ia.—At the closing session of the Tri-States' Theatre Corp. managers' convention, here, a plan for a uniform students' admis sion scale was discussed. If adopted the plan would be effective in al of the circuits' houses in Iowa, Ne braska and Illinois. It would be available to boys and girls from 1 to 16 years, inclusive.

"Sunny" Previews In 35 Key Cities

"Sunny," RKO's new Anna Neagle musical, will be sneak previewed in 35 cities throughout the country next week. Newspaper critics from 300 papers adjacent to the key cities will be invited to attend the screenings. Over 100,000 comment cards will be distributed in the theatres.

)LOR, ACTION, GLAMOR FEATURE VARIETY CLUB MEET



The triple dais at the convention banquet was needed to seat the many honored guests



tarian Award Winner
Washington Carver



All National Officers were reelected. Above, the 1941 National Officers and Canvassmen



A noisy welcome greeted all Barkers on arrival



petter view of the big parade was
from the top of an automobile



Pretty girls for whom Atlantic City is famous lent color to the festivities



Dallas Barkers attired in cowboy garb gave arrivals a typical Western welcome

The huge convention hall was well filled for the business session at which reports of charitable activities were made



The Talk of the Tents Up and Down the Land

Variety Club Notes

Weekly Get-Together of Filmdom's Good Fellows

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Tent No. 1—Pittsburgh

Ecker Helping Promote Prize Fight; Kellenberg Lines Up Activities for Camp O'Connell, Soon to Open

Everybody who attended the convention is still talking about the grand time they all had. The Pittsburgh Tent had a big representation, having had one hundred twenty-five barkers registered. National Chief Barker John H. Harris and the people who served on his committee, especially the barkers from the Philadelphia Tent, deserve a big hand for the swell job they did in handling all of the details of the convention. E. M. Covell, who spent the winter in Florida, arrived in Pittsburgh last week in time to join the Pittsburgh delegation to the convention.

Barker I. Elmer Ecker is busy helping to promote the big prize fight to be held at Forbes Field on May 26 in which Billy Conn will meet Buddy Knox. The fight is being sponsored by the Dapper Dan Club of which quite a few barkers are members.

Chief Barker C. C. Kellenberg is busy lining up activities for this summer for Camp O'Connell which will open soon.

Congratulations to Art Morrone, the only representative from Pittsburgh who copped a prize in the golf tournament at Atlantic City.

Tent No. 3—Cincinnati

Col. and Mrs. Frudenfeld Off to Hollywood; Tent Preparing for Picnic, Golf, Other Summer Activities

Tent 3 is already preparing itself as an oasis for next year's convention at Hollywood. It will make a good stopover for those taking the long trek west from the distant east.

Bert Yamin, who attended his first Variety Convention last week in Atlantic City, swears that he will never miss another one even if it is held in Asia. Bert had lots of fun and met quite a few of the fairer sex on the famous boardwalk.

Many thanks to our chief barker, Bill Onie, for the splendid arrangements anent railroading and hotel reservations for the convention. Bill worked hard here and in Atlantic City, and if he did not participate in everything, it was because he was so busy looking out for the pleasure and comforts of his members.

With the convention past, the membership of this tent is getting busy for the forthcoming summer affairs which will include a picnic, a golf tournament and several other interesting get-togethers.

Colonel "Applesauce" Arthur Frudenfeld and Mrs. Frudenfeld are off on their annual pilgrimage to Hollywood where they both have relatives and many friends. The yearly trip has been a habit with this RKO Theatres exec for a good many years and he always enjoys it.

Tent No. 5—Detroit

Party for Non-Convention Goers; Big Program June 30; Ed Bellew Doing Plenty of Flying

The Deserted Village had nothing on Detroit this past week-end. The Barkers were—with few exceptions—off for Atlantic City, where they were variously heard from.

However, for those who remained, and for their lady friends and wives, there was a nice little party thoughtfully arranged by entertainment chairman Wade Allen before he entrained. Saturday night will continue to be a social festival night at the clubrooms, with a lighter entertainment program scheduled for the summer months. Allen has done a first rate job of getting good shows, crowds, and plenty of interest all in the proper happy combination for Saturdays.

An ex-officio gathering of Barkers, slated for Wednesday at Joseph Miskinis' Civic Theatre—which was supposed to open that day—was called off when the building strike made it impossible to open the house. Opening date is still uncertain at this writing.

Ed Bellew, United Artists exploiteer, is running a race with his boss, Jack Goldhar, district manager, who used to be the airlines' best customer out of Detroit. Ed is flying regularly between here and Minneapolis, where he als works for UA, and went fishing over the week end on his last trip up there.

Detroit tent has a big program coming o on Monday, June 30. Details are still a secr —but it's going to be a record crowd-bringe

Mrs. James West, wife of Variety's offici photographer, has been quite ill. Roger Ker nedy, IA vicepresident, paid one of his ra visits to the clubrooms Saturday.

Tent No. 12—Minneapoli

Clubrooms Renovated; Harold Lyon Comes from Des Moines for Visit Newspapers Carry Convention Picture

While Chief Barker Ben Blotcky and h party were attending the national convention Atlantic City, the clubrooms were completel renovated. A thorough cleaning job was do and when the boys arrived back they we tickled.

During the convention some of the stay-a homes were on hand for lunch the same usual. Harry Dryer, Art Stevens, "Hy Chapman, and David Gillman were conspicu ously in evidence at noon-time practicall every day.

The stay-at-homes were delighted to lear that popular Eddie Reuben again had bee elected a national officer. He's a two-term ex-Chief Barker of Tent No. 12.

Harold Lyons, long an enthusiastic membe of the local Tent, came up all the way fro Des Moines just to attend the Milk Fu grand ball. He was formerly a member of t 20th-Fox sales staff here and now serves the same capacity in the Iowa metropolis.

The *Star-Journal* ran a picture of the co vention party, but some of the boys don't ph tograph so well and you'd scarcely know the A *Morning Tribune* story told of the jau and explained the clubs' philanthropic progra

Tent No. 19—Baltimore

7,000 Attend Preakness Ball; Budd Silverberg Likes U. S. Army Life; Clu Has Reel Showing Ball and Race

Seven thousand Barkers, friends, guests a dancers jammed the Fifth Regiment Armo last Saturday Night to dance to the music Vincent Lopez, Raymond Scott and Phil Lam kin. One band was playing all the time on ea floor while the other had time out. Never the history of Baltimore has there been su a gala affair. At the guest of honor table we personages like Mr. and Mrs. Don Amech Robert Young, Eddie Arcaro, winning jock of both the Derby and the Preakness, and ma other prominent people including the May and the Governor. As the orchestras play Home Sweet Home and the happy dancers l the armory, congratulations were in order a were received by Chief Barker Hicks a General Chairman Howard Burman for the marvelous work in making the First Annu Preakness Ball the Great Success that it wa

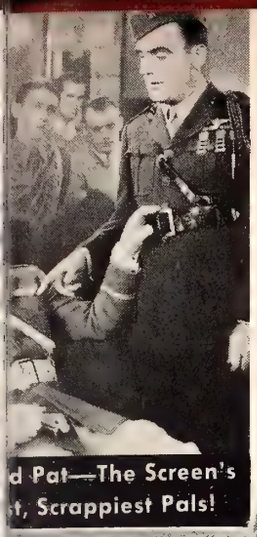
Barker Buddy Silverberg, now of Unc

(*Continued on Page* 24)



Above are the new officers of Tent No. 14, Variety Club of Milwaukee. Seated left to right are Joe Rosenfield, Sam Shurman, Harry (Sunny) MacDonald, Johnny Mednikow and Eddie Wiesfeldt. Standing left to right are Marcel Brazee, John Kent, Howard Gleason, Eddie Spiers, Milton Harman, Harry Perlewitz, Frank Manske, Jack Lorenz and Jack Frackman.

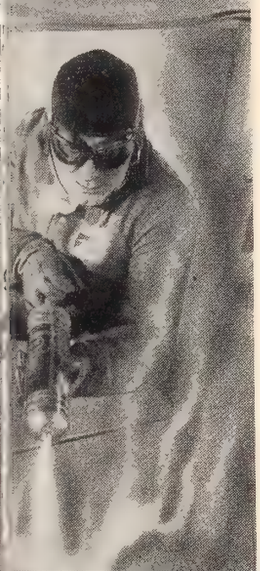
Group Photos of National Convention
VARIETY CLUBS OF AMERICA
FRED HESS & SON
PHOTOGRAPHY
166 S. Virginia Ave. Atlantic City, N. J.



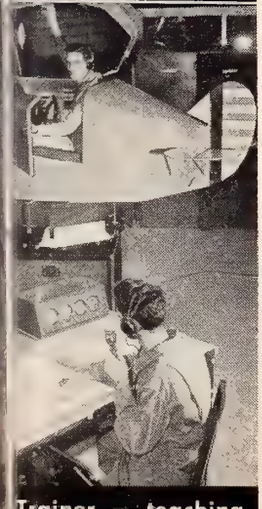
d Pat—The Screen's
t, Scrappiest Pals!



am's Floating Air
ght! Thrilling!



And Pat Alone Three
es In The Air!



Trainer — teaching

BIGGER, BETTER, MORE TIMELY... NOW!!



CAGNEY O'BRIEN



in the re-release of the hit Warners made to top "Here Comes The Navy"

"DEVIL DOGS OF THE AIR"



with

MARGARET LINDSAY • FRANK McHUGH

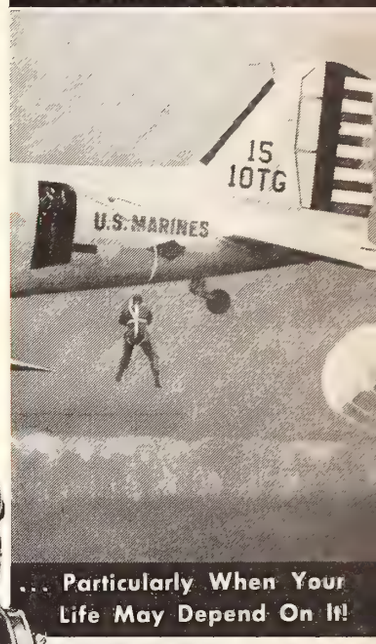
Directed by LLOYD BACON

Screen Play by Malcolm Stuart Boylan & Earl Baldwin • Based on the Story by John Monk Saunders

A Warner Bros.-First National Picture



Folding 'Chutes Is Serious
Business Any Time . . .



. . . Particularly When Your
Life May Depend On It!



Crash! Which Eagle's Wings
Are Clipped This Time?



NEW PRINTS!
NEW ACCESSORIES!
NEW BUSINESS!

The Box Office Slant

Million Dollar Baby

Warner Bros. **Comedy** **102 mins.**

(Prod. No. Not Set—Nat'l Release, May 31)

AUDIENCE SLANT: (Family) Every audience likes Cinderella stories and this is the same old story told over again, but with plenty of new angles to brighten it up.

BOX OFFICE SLANT: Should do an excellent business because of the popularity of the stars, the subject matter and the good campaign you MUST give it.

Cast: Priscilla Lane, Jeffrey Lynn, Ronald Reagan, May Robson, Lee Patrick, Helen Westley, George Barbier, Nan Wynn, John Qualen, Walter Catlett, Fay Helm, Richard Carle, John Ridgely, Maris Wrixon, James Burke, Charles Halton, John Sheffield. **Credits:** Directed by Curtis Bernhardt. Screenplay by Casey Robinson, Richard Macaulay and Jerry Wald. From a story by Leonard Spigelgass. Director of photography, Charles Rosher. Art director, Robert Haas. Dialogue director, Hugh Cummings. Film editor, Rudi Fehr.

Plot: Finding her father had wronged Priscilla's grandfather, May Robson orders her attorney, Jeffrey Lynn, to give Priscilla a million dollars. At first Priscilla is happy, thinking that all her troubles and those of Reagan, her boy-friend, a would-be composer, are over. But Reagan finds he can't live with a million dollars, so Priscilla tries to find happiness without him. But after many efforts, she gives the money away and marries Reagan anyway.

Comment: Cinderella has always been a popular story and since basically, this is Cinderella all over again, there's no reason why this shouldn't follow the pattern, especially since it is garnished with a swell cast, some new angles and excellent production and dialogue. True, there's a little sermonizing in it, which seems a trifle out of place; but then in the general humor of the picture and the "Oh's" and "Ah's" of every audience, a little fault like this will be overlooked. Top performances are turned in by May Robson, grand old lady of the screen, charming Priscilla Lane, Never-Get-The-Girl Lynn and Ronald Reagan. Fast-moving despite its length, the screenplay has a tongue-in-cheek attitude throughout, which should delight moviegoers. There are plenty of laughs in the picture, some of which will be repeated so word-of-mouth advertising will be a big factor in the picture. Sell it for all you're worth with plenty of emphasis on the million dollars and "What would you do if you had a million," etc.

Catchline: "You can't buy love."

Shining Victory

Warner Brothers **Drama** **83 mins.**

(Prod. No. Not Set—Nat'l Release, June 7)

AUDIENCE SLANT: (Adult) Beautifully produced and poignant story, but a bit too tragic for most audiences. Drags a little in spots.

BOX OFFICE SLANT: Theatres catering to class audiences should find it a bonanza. Its grosses will decline with the taste of its audiences.

Cast: James Stephenson, Geraldine Fitzgerald, Donald Crisp, Montagu Love, Sig Rumann, George P. Huntly, Jr., Richard Ainley, Bruce Lester, Leonard Mudie, Doris Lloyd, Frank Reicher, Hermine Sterler, Billy Bevan, Clare Verdera, Crauford Kent, Alec Craig. **Credits:** Directed by Irving Rapper. Screenplay by Howard Koch and Anne Froelick from a play by A. J. Cronin. Director of photography, James Wong Howe. Art director, Carl Jules Weyl. Film editor, Warren Low.

Plot: Stephenson, driven out of Hungary by a jealous superior, resumes his experiments in chemical treatment of mental patients in a Scottish sanitarium. Assigned to him as an assistant is Geraldine Fitzgerald, who is interning before going to China as a medical missionary. He is hard and cruel with her, being devoted to his work, but when she is about to leave he proposes to her. When his experiments are finished with the autopsy of one of his patients, Barbara O'Neil, long jealous of him, sets fire to his laboratory. Geraldine rushes in and manages to save his notes but loses her life. Then Stephenson goes to China, as a tribute to Geraldine.

Comment: Here is a beautifully produced film in every way but suffering the drawback of being too tragic for present day audiences. The story, by A. J. Cronin, author of "The Citadel," is interesting in every detail, and its outcome is always in doubt. The picture has been excellently cast, with every one who is supposed to have an English accent having one, and not assumed either. Yet the dialogue is perfectly clear and each word is given its American pronunciation. Settings are few but they are elaborate in many respects. Direction by Irving Rapper is excellent. On inquiry we found that this is his first picture. Yet "Shining Victory" is smooth and flawless, except for a couple of spots which might have been speeded up a trifle. But perhaps the fault there lies in the very nature of the story and the script rather than the direction, which has to follow the authors' pattern. The tragic end plus the subject matter itself will bring the picture greater popularity among class audiences. Sell it through doctors and nurses with personal letters, notices on hospital bulletin boards, etc. Essay contests on several questions are indicated. Missionary societies will be pleased at the number of fine things said about them, so circularize them, too.

Catchline: "Devoted to science but love claimed him at last."

Legion of Decency Ratings

(For Week Ending May 24)

SUITABLE FOR GENERAL PATRONAGE

Desert Bandit — The Pioneers
Scattergood Pulls the Strings

SUITABLE FOR ADULTS ONLY

The Gay Vagabond — King of the Zombies
Shepherd of the Hills — Love Crazy
She Knew All the Answers

OBJECTIONABLE IN PART

A Woman's Face — Kiss the Boys Good-bye

Pirates on Horseback

(Hollywood Preview)

Paramount **Western** **69 mins.**

(Prod. No. 4054—Nat'l Release, May 23)

AUDIENCE SLANT: (Family) Has more comedy than its predecessors, which gives it just about everything for mass appeal.

BOX OFFICE SLANT: One of the best in the series.

Cast: William Boyd, Russell Hayden, Andy Clyde, Eleanor Stewart, Morris Ankrum, William Haade, Dennis Moore, Henry Hall, Britt Wood. **Credits:** Directed by Lesley Selander. Screenplay by J. Benton Cheney and Ethel La Blanche. Based on characters created by Clarence E. Mulford. Photography by Russell Harlan. Edited by Fred Feitshans. Art director, Lewis J. Rachmil. Produced by Harry Sherman.

Plot: A rich mine is found near a small western town and the owner is killed by a ruthless gang when he refuses to divulge its whereabouts. Hoppy and his pals arrive and find the niece of the owner already in possession. When the gang sets out to dispose of Hoppy and the niece, Hoppy uncovers their ruthless intentions just as he finds the location of the lost mine.

Comment: The "Hopalong Cassidy" standard of westerns continues on its merry way with this film, the 34th of the series and one of the best. Played more for comedy than its predecessors, it has just about everything needed for mass appeal. The picture is chocked full of action, hard-riding and fights set in the beauty of California's mountain scenery. William Boyd outdoes any of his previous performances, closely followed by Russell Hayden and Andy Clyde. Supporting roles are well handled by Morris Ankrum as the villain and Eleanor Stewart as the niece of the murdered man. Lesley Selander's direction and Harry Sherman's production values are tops. Cash in on the popularity of this series. A display of western equipment in your lobby will attract attention. Offer photographs of Boyd to the patrons who guess how many "Hopalong" pictures he has appeared in.

Catchline: "Hoppy courts death to break up an unprincipled mob."

Too Many Blondes

(Hollywood Preview)

Universal **Comedy-with-Music** **60 mins.**

(Prod. No. Not Set—Nat'l Release, May 23)

AUDIENCE SLANT: (Adult) Fair musical entertainment. Might satisfy those looking for a few brief laughs and a little Vallee singing.

BOX OFFICE SLANT: Supporting fare in the neighborhood runs or where the Vallee name is popular.

Cast: Rudy Vallee, Helen Parrish, Lon Chaney, Jr., Jerome Cowan, Shemp Howard, Iris Adrian, Eddie Quillan, Irving Bacon, Jeanne Kelly, Paco Moreno, Gus Schilling, Dorothy Lee, Carmela & Jose Cansino, Dinorah Rego, Humberto Herpera & Orchestra. **Credits:** Directed by Thornton Freeland. Original story by Maxwell Shane. Screenplay by Maxwell Shane and Louis S. Kaye. Director of photography, Milton Krasner. Film editor, Bernard W. Burton. Art director, Jack Otterson. Musical director, Charles Previn. Associate producer, Joseph G. Sanford.

Plot: One member of a radio singing trio, tries to break up the marriage of his two partners by poisonously building up every innocent situation. They almost land in divorce court before they discover his treachery.

Comment: Given a weak story and a Rudy Vallee who is a much better singer than actor, Thornton Freeland, the director, does his best to keep the picture going by playing up the songs and comedy in the plot instead of the dramatic sequences, resulting in sixty minutes of fair musical entertainment. But, the picture as a whole is just a minor effort that might satisfy those looking for a few brief laughs and a little Vallee singing. Its best playing time will probably be as supporting fare in the neighborhood runs—or in places where the Vallee name is popular. There are a few catchy new numbers, capably sung by Helen Parrish and Vallee and his delivery of "Man on the Flying Trapeze" is introduced with a bid for audience partici-

(*Continued on Page* 20)

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Blood and Sand	This Issue
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	Mar. 8
Her First Romance	Jan. 11
Lady From Cheyenne	April 12
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Penny Serenade	April 26
Philadelphia Story	Jan. 25
Rookies on Parade	May 3
Sis Hopkins	April 5
There's Magic In Music	May 17
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1
Woman's Face	May 10

ones Families Have Their Inning n Jack Neary's Radio Contest

Following highly successful promotion on Mr. and Mrs. Smith" via the building of good ill for the picture among the Smith families, anager Jack Neary of the Orpheum Theatre, avenport, Ia., arranged a somewhat similar mpaign with the Joneses for his engagement of The Devil and Miss Jones."

Neary tied in for this one with Radio Station HBF over which there were eight daily pro-ams devoted to a diversified search among e Jones clan. There was a search for the ngest-married Joneses, the newest married oneses, tallest and shortest Jones, most eckled Jones twin boys, prettiest Jones twin rls, largest Jones family and the heaviest rs. Jones.

In addition to the central broadcast, the stunt as plugged on the daily "Man on Street" pro-am, the Hollywood gossip program, nightly nd program and spot announcements.

Varner Tieup on New Release Plugs Mother's Day Thru Postal Telegraph

Warner Bros. recently effected a tieup with ostal Telegraph on "Affectionately Yours."

The Telegraph Company placed jumbo tele-raphs in its thousands of windows over the untry with the following message:

"Say 'Affectionately Yours' with a Postal elegraph Mother's Day Greeting."

The display also featured a scene still from e picture and appropriate billing.

aints Steps of Dance on Mat

As part of his campaign on "Second Chorus," . R. Erickson of Warner's Rhodes Theatre, hicago, had his art department paint the steps the new dance shown in the picture, on the verse side of a 4 by 6-foot rubber mat in the bby. Patrons were invited to learn the new nce, known as "Dig It."

iob-Baby Carriage Ballyhoo

City Manager Carl Porter of Warner's, alem, Ore., used a sailor ballyhoo for his A Girl, a Guy and a Gob" campaign. A man sailor's uniform wheeled a baby carriage, roperly bannered, around the main thorough-ares.

Splendid Cooperation Makes Complex Campaign Simple

Rodnok Leaves No Stones Unturned in His Exploitation Drive on 'Land of Liberty'

Sponsored by the local American Legion post, "Land of Liberty," was the subject of one of the most comprehensive campaigns ever staged in this area by Steve Rodnok, Jr., manager of the Oaks Theatre, Oakmont, Pa. Highlights of the campaign follow:

1—Private screening two weeks in advance of playdates for 75 teachers, ministers, civic leaders and heads of various community organizations. The local newspaper printed stories quoting the remarks of the persons who attended the private screening. These community leaders addressed their organizations on the picture and placed notices on bulletin boards regarding its significance.

2—The Hays office sent letters to persons invited to the screening, acquainting them with the picture.

3—The Commander of the Oakmont Post, American Legion, delivered an address to the assembled students of the local schools.

4—Students were dismissed earlier on the opening day to permit attendance at a special school matinee.

5—The American Legion sold special tickets for matinee and evening performances. Five cents of each ticket sold was donated to a worthy charity through the Legion. Students in schools and practically every resident in town were canvassed during the ticket campaign.



A collection of military implements were displayed in the lobby and out in front of the Oaks Theatre by Manager Steve Rodnok, Jr., as part of his campaign on MGM's "Land of Liberty."

6—Among units participating in a parade through the main thoroughfares to the theatre were the Oakmont High School Band, the American Legion, Sons of the Legion and various other organizations. Six-sheet displays were carried on trucks.

7—Flag displays with stills and playdates were placed in store windows, in the library and on the school bulletin board.

8—The Mayor's proclamation declaring a half-holiday and urging citizens to see the film was printed in the local newspaper.

9—To provide the proper atmosphere, the theatre's ushers were attired in military uniforms.

10—In the lobby and on the sidewalk was displayed a collection of military implements, including machine guns, rifles, bomb shells, etc. (*see cut*).

11—Some 3,000 jumbo heralds, cost of which was defrayed by merchants' ads on the back, were distributed to every student and every home in the town.

Manager Rodnok said the campaign, although manifold in its complexity, was comparatively easy to handle because of the splendid cooperation he received from all organizations and schools.



A Swell Horror Picture Stunt

Patrons who attended evening performances of Paramount's "The Mad Doctor" at the Granada Theatre, Inglewood, Calif., and who were afraid to go home were offered a free candle. The swell lobby stunt was devised by Manager Dave Martin and his assistant, Bill Erickson. Most male patrons requested lovely Usherette Loraine Gale instead of a candle.

Taylor Gets Cooperation from Clergy In 'Men of Boys Town' Campaign

Charles Taylor, publicity director for Shea's Great Lakes Theatres, Buffalo, put on an excellent campaign recently for "Men of Boys Town."

A special advance screening for the clergy was one of the highlights of the campaign, for in several cases the priests spoke from the pulpit in praise of the picture and the lesson for good it teaches. Bulletin boards of schools throughout the city carried announcements about the picture.

A radio contest was arranged with WGR, asking listeners to send in lists of words made up from the letters in Mickey Rooney's name. Richter Periodical Company's trucks carried banners. New York Central distributed 3,000 heralds.

Program Exchange

Sheboygan Showman Issues Bulletin While His Theatre Is Closed for Remodeling

FOR quite some time now, we've been wondering why we start nearly every one of these discourses with an observation about the weather. We looked up a number of special departments in other publications, and not one of them, not even two, even so much as mentioned precipitation, millibars, high and low pressure areas or anything pertaining to weather. Could we be wrong in following this procedure? we asked ourselves. And, of course, we answered in the negative, because we figured that all those other guys didn't give a darn about the weather, whereas we Program Exchange members do. Or do we? Anyway, our weather observations make us different. It's fair as we write these lines, but a chilly breeze finds its way around and gives us a slight shiver.

And now, let's see what's new in programs. John H. West used to be manager of the Capitol Theatre, Gadsden, Ala., and he was a member of the Exchange. We wondered why we never heard from him. Then today we received the reason why. West is no longer connected with the Capitol, Bill Parker having succeeded him in the managerial capacity.

Special Mother's Day Herald

Parker explains that he hasn't been sending in programs because he doesn't use them regularly. However, he submits a teaser herald on "L'il Abner" and a special herald on Mother's Day. The former takes advantage of the Sadie Hawkins Day aspect of the picture, while the latter tied in Mother's Day with "Love Thy Neighbor" by virtue of the following copy: ". . . we know you love your mother, but do you 'Love Thy Neighbor'? . . . If you do or don't, bring Mother as your guest to see—etc." A coupon was provided which, with ten cents, admitted Mother to any performance on Mother's Day.

Although not a program in the strict sense of the word, the Majestic News-Bulletin, "published by Warner Bros. to acquaint you with the progress being made on the renovation of the Majestic Theatre" is certainly something that belongs in the unique class. When most theatres close for repairs, one never hears any more about them until time for opening. But in the case of the Sheboygan, Wis., house, the management keeps his patrons informed as to how things are progressing.

In the issue sent us by Charles H. Ryan, district supervisor for Warners Chicago and Wisconsin theatres, there are some departments that could easily be used in regular programs. But first, let's look at the News-Bulletin from the first page. There we find a story to the effect that new lobbies and rest rooms are being built. On the second page is a continuation of this story, together with an announcement that it will be impossible to run shows until the gala opening.

Now the special features we mentioned are on the third page. One of them is a Questions and Answers column in which replies are given concerning the progress of repairs and about the theatre's policy after it reopens. Example: "Q. When the theatre is reopened, what prices will you charge? A. We are planning no change in the admission price. We believe that our loyal friends are entitled to enjoy the comforts of the New Majestic at no increase in prices. We must add that these days of uncertainty, increasing operating costs and taxation may force a price rise which will be general. But, until that time, there will be no increase in our prices."

Q. and A. Column in Programs

It seems to us that a Q. and A. column could be used regularly in those programs which can accommodate it. Make up your own questions, if necessary, and answer them. This may induce many people to furnish you with additional ones. Questions about the theatre's policy, current and coming attractions, Hollywood, movie stars, etc., would be acceptable.

The other feature is a "Manager's Corner," a column in which the boss, himself, tells in a human, understandable manner how things are getting along. Well, why couldn't this "Manager's Corner" be a permanent column in other programs? Of course, it's nothing more or less than the personalized institutional message idea we've advocated for a long time, but the heading singles it out as something special. If the manager has something to say, the reader reasons, it must be worth reading.

Horace Heidt has the preferred spot on the front page of this week's issue of Movie Guide, published for the Shea Theatres in Western New York. The reason: his "Pot O' Gold" stage show was scheduled to appear at Shea's Buffalo. A column, "Two on the Aisle," is a new feature. In it, Annette Condon brings out the advantages of visiting certain beauty parlors, eating at certain restaurants, or buying merchandise at certain stores. Of course, the concerns' names are capitalized, for they pay a certain fee (we presume) to be mentioned in the column. It's a form of advertising that has been used by many newspapers, and you might well adapt it to your program.

A colorful Mother's Day cover was used on the cover of the program for the Palace Theatre Greenfield, Tenn.

S. J. Melzer, who is looking after the Strand Theatre, Toronto, used a couple of good ideas on "Buck Privates." In advance of the opening he distributed heralds which, when folded, contained this message on the outside: "You are drafted for 84 minutes of laughter." Inside was a plug on the picture. On what was to have been the last day of the picture, Melzer decided to hold it over, contacted the dairy and arranged for its men to place a herald over each milk bottle. This was done by using a square sheet of paper, then folding it diagonally and making a slit in the fold so that it could be easily slipped over the bottle's neck. Here is the copy which appeared on one side of the herald: "Our patrons are complaining that the audience laughed so loud they couldn't hear the dialogue So please folks, don't laugh so loud! Think of your neighbor!" The other side featured "Hold over!" copy.

Up in Tilbury, Manager Harland Rankin of the Plaza Theatre, is cooperating with a local merchant, who passes out "birthday cards" to people on their birthdays, inviting them to be the firm's guests at the Plaza.

We want to thank Guido Trusty for his attractive program for the Roxy Theatre, Alamo Tenn. And we also want to thank all the others who sent programs. We couldn't cover all of them this week in this space.

See you next week.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

Home, Sweet Home

Some theatres may seat more people than others, but a seat in a small theatre is more likely to be nearer the motion picture screen than a seat in a large one. There may be larger theatres than the Cosmo, but after all, it is your "Home, Sweet Home" that you have confidence in. It is the faith you have that you will see a good show that prompts you to invest your admission fee for a ticket. It is the faith that we can serve you with entertainment that is worth while, that permits you to reap the enjoyment that sends you home happy to resume the tasks of the following day!

Boys Run Boone for a Day

The City Council and Chamber of Commerce of Boone, Ia., arranged for a series of "Boys Days" in connection with the showing of "Men of Boys Town" at S. N. Fangman's Rialto. Local boys were installed in all civic offices and the event was sponsored by the local *News-Republican*.



Unique 'Nine O'Clock' Display

Coincident with the growing practice of putting on the main feature for the last time at 9 p.m., enterprising managers who have adopted the policy have originated many types of effective lobby displays to call the public's attention to this revolutionary change. Unique is the one planned and used by Manager John G. Heinz, at the RKO Keith Theatre, Flushing, L. I. The display measures approximately 40 by 60 inches.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York, N. Y.

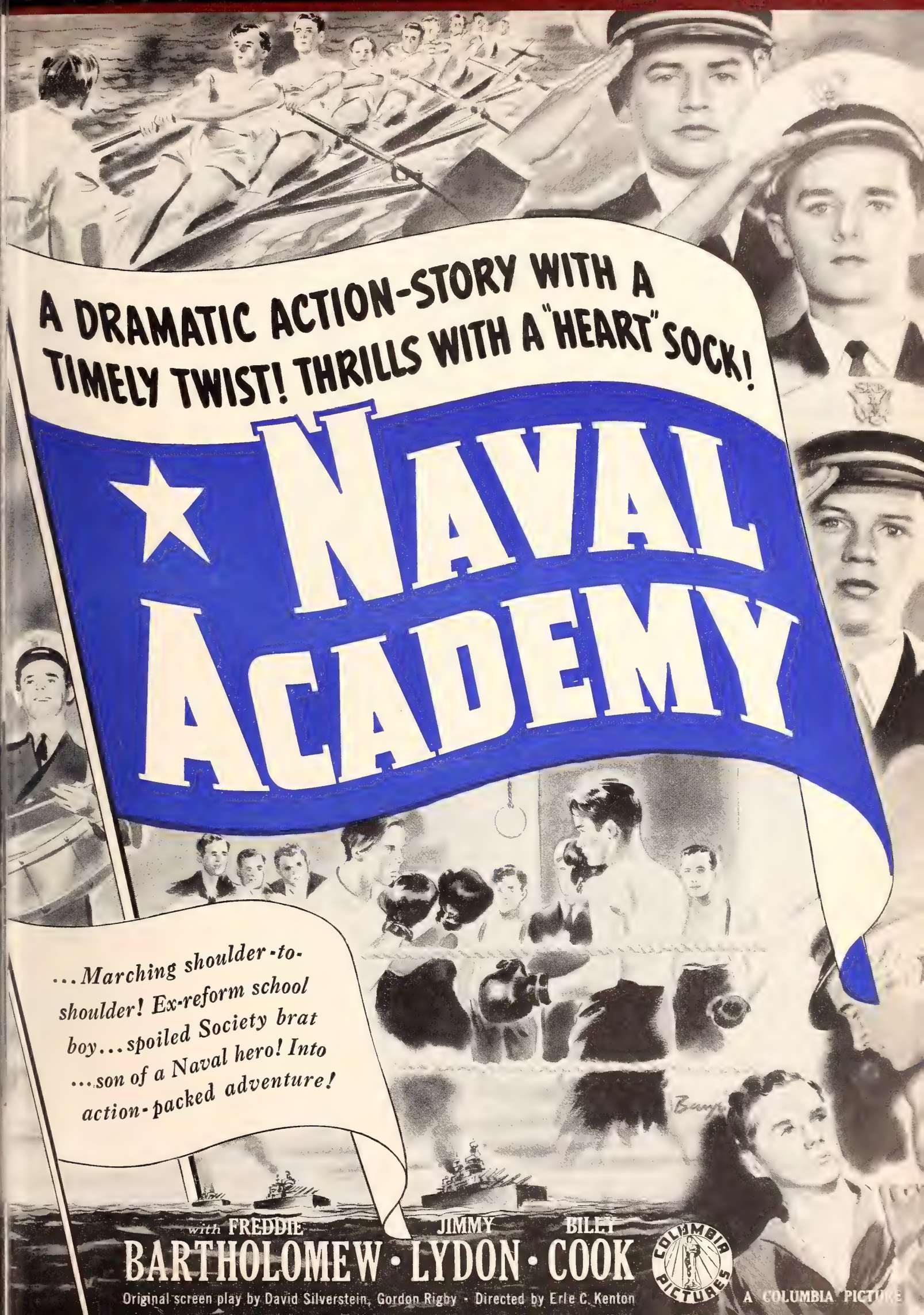
Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

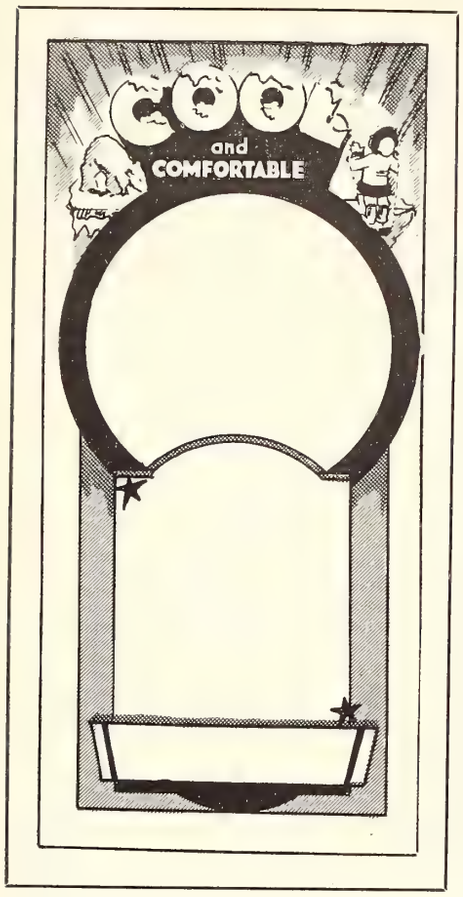
City .....

State .....

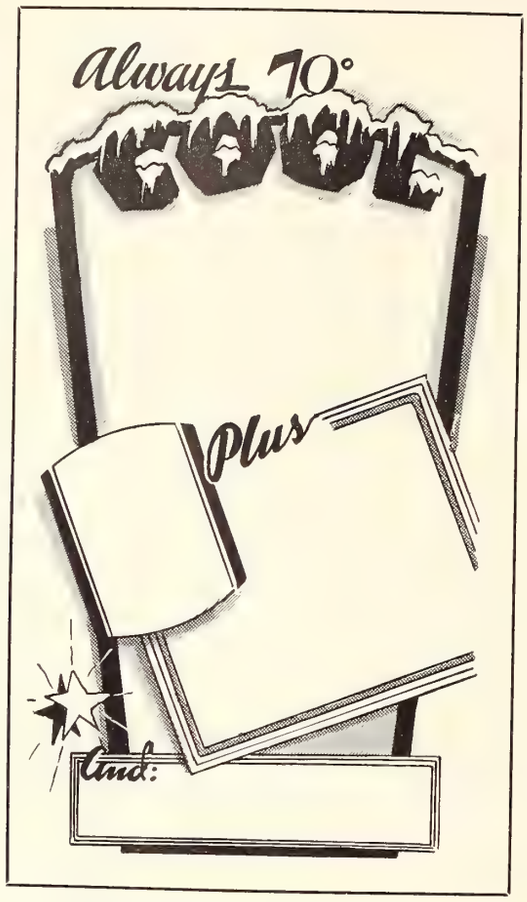

A DRAMATIC ACTION-STORY WITH A TIMELY TWIST! THRILLS WITH A "HEART" SOCK!
NAVAL ACADEMY
...Marching shoulder-to-shoulder! Ex-reform school boy...spoiled Society brat ...son of a Naval hero! Into action-packed adventure!
with FREDDIE BARTHOLOMEW · JIMMY LYDON · BILLY COOK
Original screen play by David Silverstein, Gordon Rigby · Directed by Erle C. Kenton
COLUMBIA PICTURES
A COLUMBIA PICTURE

The ADVERTISING CLINIC

by Old Doc Layout*



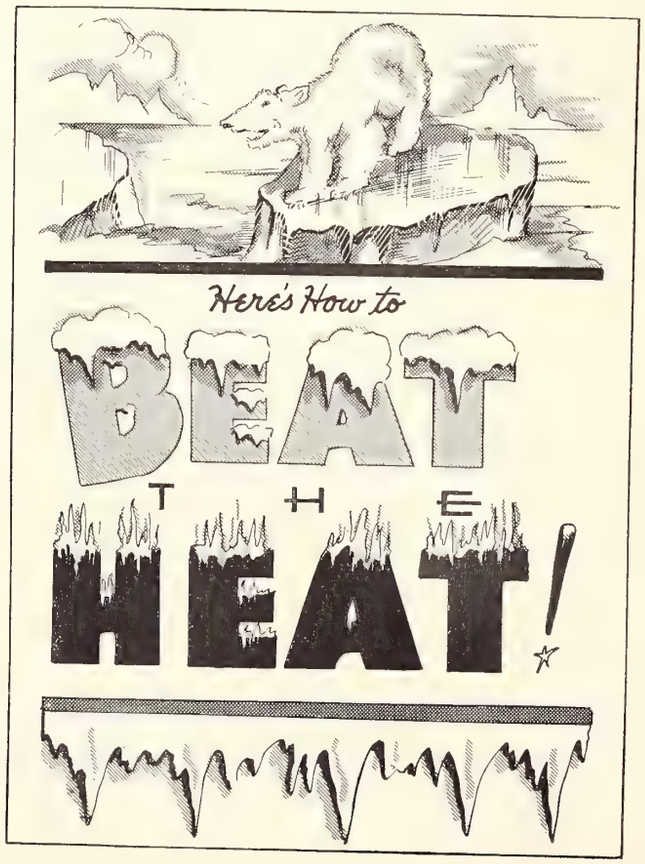
▼ This layout provides space for cool copy in the circle, a listing of your attractions in the space directly beneath it, and your theatre signature in the rectangular box at the bottom. With the sig cut outside the layout, the open spaces can be filled with copy on two features or one feature and short reels, as conditions may dictate.



▼ It should be easy to adapt this layout to summer seat-selling requirements. In the space below the icicled "Cool" could go your first feature copy, with that for the second feature occupying the "Plus" box. Thus the smaller box, according to your desires, would be available for copy selling cool comfort. Small illustrations on the features might be used in the layout.

Directly below is a layout that speaks for itself, while at the right are elements which, individually or collectively, can do much to sell cool comfort if used in your regular ads, in house programs, etc. Why not "blow up" the bear for a marquee display, or have your artist copy it?





Don't Wait for a Heat Wave, Get Cool Copy and Art Work In Those Layouts Right Now

You've heard of the man who didn't have his roof repaired until it fell in on him, or of the woman who didn't buy a hat pin until her hat blew off. If not, surely you've heard of the manager who didn't start selling the cool comfort of his theatre until the summer heat cracked down on him. Not next week or the week after that, but right now is the time to make plans to combat the heat wave.

Reproduced on this page are ads and ad elements for your newspaper campaign which, by the way, should supplement any cool selling activity around the theatre. In fact, it might be said that pointing up the "cool" angle in your newspaper advertising is just as important, perhaps even more so, as any stunts that take place in or outside the theatre.

Tell 'Em the Truth

Be truthful in your statements, however. Don't boast that your theatre is 20 degrees cooler when it isn't. You won't be fooling your patrons, you'll be fooling yourself.

The suggested copy which follows can be used in the ads illustrated or in your own layouts. Except for the "Beat the Heat" slug in the lower right-hand corner, which can, either as a whole or in part, be inserted in your layouts, the ads provide ample space for copy.

Pick Out Your Cool Copy

"Folks, get away from the home routine for an hour or so . . . you'll feel better when you return. The healthy excitement of first-class entertainment in a quiet, cool theatre is a happy program for any summer afternoon. You can keep cool in a bathtub . . . but it's more FUN at the State!"

•

"Parents, bring the kiddies to this theatre every week during their school vacation period, or send them to us. We have a keen sense of responsibility for their well-being and comfort, and you may be sure they are as safe in the delightfully cool State as they would be at home."

•

"We Make Our Own Weather. When you enter the Plaza Theatre, breathe deeply. You are in the atmosphere of scientifically-controlled weather. Regardless of the season, you'll always find pleasant, healthful surroundings at Blankville's leading theatre. The Plaza is truly a healthful summer resort."

•

"Only a few short years ago theatres used to suspend operation during the hot summer months. You had no place to go for relaxation and recreation. But it's different now. Today, and throughout the summer, you'll find peak crowds at the State, where it's always delightfully cool and comfortable. All your friends and neighbors are here, why not you?"

•

"We know of a man who invented a way to keep cool. He suspended a sprinkler from the ceiling, fastened one end of a string to it and the other end to his rocker. With an oscillating fan between him and the location of the sprinkler, he had the gadget so perfectly timed that, as he rocked, the sprinkler tilted, and the fan blew drops of sprinkling water in his face. It kept him cool, all right, but it was such a mess. He didn't know he could keep cool and comfortable at the Rivoli and at the same time enjoy an entertaining program. He knows it now, and so do you. Why not attend the Rivoli tonight?"

*'Hank' Harold
Advertising Director, Regent-State Corp., State Theatre Bldg., Springfield, Ohio.

NEXT CLINIC MEETING
June 7, 1941
Smart, helpful suggestions on how to accord short subjects greater play in your ads. Watch for it!



Eye-Arresting Window Display

One of the many special eye-arresting displays arranged for the Radio City Music Hall engagement of Ernst Lubitsch's United Artists release, "That Uncertain Feeling," appeared in the window of the Broadway store of Hilton's clothing chain. A tieup with Gotham Hosiery also resulted in the placing of 1500 standees in windows of their Greater New York dealers.

Chuckle-Ad Contest Enlivens Winona Ballyhoo for 'Smith' Film

A chuckle-ad contest enlivened the ballyhoo arranged by Publicity Director H. F. Borresen of the State Theatre, Winona, Minn., for the engagement of "Mr. & Mrs. Smith."

The contest, sponsored by the *Winona Republican Herald,* ran for one week in advance of the opening. Two cash prizes in amounts of $2.50 each plus an autographed photo of Carole Lombard and two guest tickets were awarded as first prize to the man and woman submitting the funniest ad. The next twenty-three prizes consisted of two guest tickets to the State Theatre for the premiere of the film. A barber shop tieup attracted the attention of window shoppers with a display of mounted stills from the film showing the shaving sequence from the picture with a caption reading: "We can't have Carole Lombard shave you! But! We can give you that well groomed appearance."

Money Dates

JUNE

23rd

NATIONAL SWIM FOR HEALTH WEEK. Sponsored by the National Swim For Health Committee, c/o Martin Stern, 122 East 42nd Street, New York City. Stage a bathing beauty contest on the stage with local celebrities as judges. It should be easy to make tieups with stores selling beachwear. Their season is just beginning.

C. L. SHOLES patented the typewriter, 1869. This offers a chance to tieup with local typewriter dealers. Many pictures have a typewriter tieup.

25th

VIRGINIA ADMITTED TO THE UNION, 1788. Theatres in the Old Dominion will be interested in any local observances of this date.

26th

FIRST AMERICAN TROOPS LANDED IN FRANCE, 1917. Depending on the international situation, this day can be observed with considerable ceremony with cooperation by the V.F.W., the American Legion, etc.

Showman Hustler Uses Neat Selling Tricks on 'Night Train'

Showmen who have been wise enough to put some extra effort behind their selling of "Night Train" have been well repaid at the box office. Others who permitted the film to open without the benefit of any extended advance selling have not reaped the business they might have. If you have yet to play the picture, whether first or second run, we urge you to get behind it and *sell* it.

In some situations, for instance, the picture was put on "cold" in first-run engagements, and by the time any excitement was created, the engagement was over. And yet, when the second-runs in these situations took the cue and went out and exploited it, "Night Train" proved a profitable booking for them.

Some Unusual Stunts

Some good tricks were pulled out of the bag by Manager M. B. Hustler of the Capitol Theatre, Sacramento, when he played the picture. First of all, he ran a two-column "typewritten letter in the newspaper which emphasized his 20-year record as a theatreman. Here is the copy that was used:

"Dear Mr. and Mrs. Public—This letter is a personal guarantee that in my twenty years of theatrical experience in Sacramento, I have never encountered such a surprise picture as 'Night Train.'

"This picture is so exceptional we predict you will find it ranking with the critics' 'Ten Best' list. It has everything that makes a big picture big—suspense, thrills, action, glamor and two stars whose performance in the picture will put them in the top brackets.

"This production is destined to be one of the best of the year, so I urge you to see it now."

Teaser cards were distributed by four masked Capitol usherettes. Although we can find no record of what was on the cards, it must have been attention-arousing copy, for shortly afterward Hustler began getting telephone calls from people at frequent intervals. In reply to their calls the cashier said: "For thrills, see 'Night Train' at the Fox Capitol Theatre."

For a crowd-stopper, he used a stunt that could easily be adapted to any other show. He dressed a little boy as a chef and stood him on the sidewalk in front of the theatre. The boy rang a bell which called attention to the theatre's "menu," which was listed on a large card standing beside him .

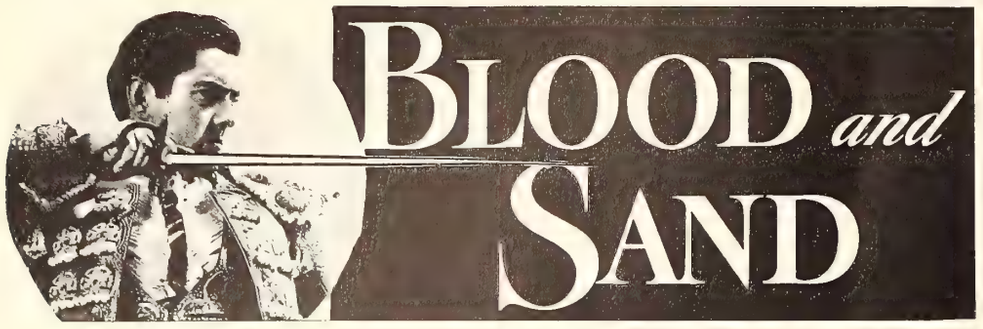
Under ordinary conditions, "Night Train" would have proved just another picture for Hustler, but because of his campaign, it opened with a bang.

Here is one Hustler that's a showman. Would that more showmen were Hustlers!

Hold Screening, Distribute Heralds

Two weeks in advance of the premiere of "Men of Boys Town" at the Fox-Midland, Coffeyville, Kansas, Ray McClain and Jack Scott held a screening for a representative audience ranging from truck drivers and waitresses to business and professional men. The Junior Chamber of Commerce staged a parade to the theatre the afternoon of the opening. Three thousand tabloid heralds were distributed in a house-to-house distribution and 2,500 special letters were mailed to a select list.





An SHR Showmanalysis (REG. U. S. PAT. OFF.)

Screenplay by Jo Swerling. Based on the novel by Vicente Blasco Ibanez. Directed by Rouben Mamoulian. Produced by Darryl F. Zanuck. Associate producer, Robert T. Kane.

What to Sell Color, spectacle and bigness are the principal things to sell in "Blood and Sand." Advance reports on the picture indicate that Rouben Mamoulian has achieved what amounts to magic with the Technicolor camera. Therefore, the Technicolor angle should be played up in all advertising and publicity, and there should be plenty of color in the front and lobby. The background of the picture is one which provides plenty of opportunity for use of color, so any sort of ballyhoo or illustration will do likewise.

Ballyhoos Have your ushers, attired as matadors, with red capes and all the trimmings of a bull fighter, march around town before opening. Lettering on the capes or on an accompanying sign can tell the story. You can also have a flashy title parade with a dozen or so men, with one letter from each title on his cape, parade through the busiest streets. Pretty girls and men dressed as matadors, seated in a horse-drawn coach and driving around town, would create a lot of attention for little expense. Banner the carriage with the title and playdates.

Lobby Displays Blow up a figure of Tyrone Power and put a real sword in his hand and a red cape thrown over his shoulder. You can invite local girls to have their picture taken with him. This will also emphasize the color angle. Later, under the heading of "Posters," we will discuss the best uses of the outstanding art available.

Tyrone Power The star of the picture has made many feminine hearts beat faster and you can capitalize on this interest. Give away the fan photograph which you can obtain at your 20th-Fox exchange. Imprint copy on the back in red or red and black to emphasize the Technicolor angle. There's a five day contest in the press book in which Power's leading ladies and the dangers he faced in previous pictures are the subject of a quiz. This will certainly put over Tyrone Power and the picture as well.

Woman's Angle Letter contests, if simple enough, will get large returns from women. And this picture offers several angles for letter contests which will put it over and appeal to the women. For instance, using an illustration from the picture, one contest (in mat form) asks for letters on "How to meet the challenge of my husband's success." Still another one asks for letters to Linda Darnell to tell her how she looks. The latter contest is accompanied by an illustration of the star looking at herself in a mirror.

Early Matinees An "early bird" matinee, advertised heavily on the pages carrying department stores' advertising and perhaps tied up with the latter, would also be a good way to put over the woman's angle. This matinee should be run exclusively for women at regular admission prices. Use a line like "Before you shop for these bargains, see 'Blood and Sand' at the.....Theatre." This can be advertised over the radio in the morning hours when 90 per cent of all listeners are women.

Posters The exceptionally beautiful posters for this picture were created by Carlos Ruano Llopis, a native of Alicante, Spain, and a world renowned artist. So beautiful are they that 20th-Fox has issued a large brochure describing them and how they were conceived. The pages of this book can be posted in your lobby as a display which will get plenty of attention. The art can be cut from them, varnished, illuminated with tubular light and draped with red or wine-colored velour to make a striking effect in the lobby.

Art Angle Art classes should be interested in these posters as they are an outstanding example of Spanish art of today. Present the instructor with a copy of the brochure mentioned above, "Biography of a Great Poster," for use in classroom discussion. Artistically-minded patrons could be asked to submit their own ideas of poster art for "Blood and Sand," and suitable prizes could be awarded to the winners. Incidentally, this sort of contest will put over the "art" in motion pictures.

Book Tieup The story is from the book by Vicente Blasco Ibanez. Two editions of this book have been published to tie up with the picture. They are unabridged and are exactly like the original, except in price. Get a window display of stills or possibly a colored display of some kind in every store where these books are sold. Libraries, both public and circulating, will find a renewed interest in the book and you can capitalize on this, too.

Spanish Angle While the scene of the picture is laid in Spain, bull-fighting, the theme, is of interest to all Spanish-speaking countries. If in your city there is a large colony of Spaniards or Latin Americans make a play for them by advertising in their newspaper, snipe tack cards in Spanish in their section, have your ballyhoos tour the section (with signs in Spanish) and invite all consuls of Latin American countries to be your guests. Tie in with a local radio station, just as Everett Callow, WB Philadelphia advertising and publicity chief, did on "That Night in Rio." He broadcast a special short-wave program to Latin-America, had the consuls on the air, and had a special screening for them, all of which netted plenty of publicity.

Ideas To Turn Blood and Sand Into Gold and Silver

Fashion Tieups The Spanish background provides opportunity for tieups with women's shops. Department store and specialty shop managers will be glad to cooperate in arranging a fashion show depicting the latest in Spanish-style costumes. To add to the effect and stress the color angle, style experts can give new names to old colors with a credit line—"Inspired by 'Blood and Sand'." For example, there are Matador Crimson, Castilian Blue, Madrid Rose, etc. There should be plenty of opportunity for window displays if this tieup is made.

Novelties An extremely clever novelty is a "cape" 6 by 9 printed on one side in black and white. It invites its holder to moisten it. If it turns red, they will be awarded free tickets. In each thousand there are 25 which will turn red and all the others will change to other colors. This will insure considerable interest and at the same time keep down the number of guest tickets. Another novelty is a "Blood and Sand" pencil with a three-line imprint included in the low price and including a picture of Tyrone Power and his name and the picture title. Since a pencil is a useful article, not likely to be thrown away, this is one of the best novelties for exploitation. Both of these selling mediums can be obtained from your 20th-Fox exchange. Book matches with the title and a picture of Power are also inexpensive and a good and useful novelty.

Stunts Have a public address system rigged up outside the theatre and "broadcast" from it the progress of one of the bull fights in the picture. This is a sport which has never been heard over the radio here and is adaptable for it, nevertheless. It will test your powers of description, but will be well worth it if you can catch the excitement of the picture and convey it to people outside. You might also issue a challenge to any local would-be matador to go out into a field with a bull. Be sure, however, that you first exempt yourself from all risks. Depending on your location, this idea can be very big, especially if you should find a local resident who really is a matador. Another caution is to watch out for the ASPCA rules.



This 24-sheet, one of the beautiful posters created by Carlos Ruano Llopis, is so typical of the action of the picture and so colorful, that you should arrange several stands on which to post it two weeks in advance of your engagement. They would also serve as a ballyhoo on "A" boards mounted on a truck.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

A Good Chief Usher

A good Chief Usher must be an executive in every sense of the word. He must keep his men working quickly and quietly at all times, and during busy performances see that every seat is filled.

He must figure seats in dollars and cents and not think of them as just a few empty seats. He must maintain discipline according to the theatre's rules, and see that his staff carries out instructions.

The Manager should outline and explain to his Chief of Service the duties that come within his supervision. The Chief of Service should be given to understand that he plays an important part in the proper operation of the theatre. He should be informed that any suggestions that he might offer regarding operation are welcome.

The Manager or Assistant should be present at the Chief of Service staff meeting, if for no other reason than to show the staff that the management is concerned with the results of that department.

A Chief of Service who shows no initiative and is not trying to prepare himself for an Assistant's job should not be entitled to a promotion because he has seniority rights over someone else.

Convey to your Chief that a promotion is made only after the Manager and Assistant are consulted as to the employee's qualifications.

Horrors! Just Look How LaDue Exploited 'Em

Horrors! One of the most outstanding campaigns ever devised for a double-horror show was executed recently by John LaDue of the Strand Theatre, Akron, for the engagement of "Man Made Monster" and "Horror Island." And inasmuch as horror shows are being profitably played these days, it should be to exhibitors' advantage to see just what LaDue did. Well, here's what:

For one effective stunt he asked the women of Akron to write a letter telling why they thought they had courage enough to see the horror show alone at a special midnight screening. Newspapers carried ads containing details, and it was hinted that the woman selected would receive $5. Feature stories and other newspaper publicity made the stunt a hot one.

Obtaining the original rubber suit used in the picture, Manager LaDue put it on, cracked the newspapers for a swell two-column break. Then he had a ballyhoo man wear it in advance of the opening.

With blowups and stills, as well as an "operating" board on which was manacled a man in a rubber suit, the theatre facade was striking and flashy.

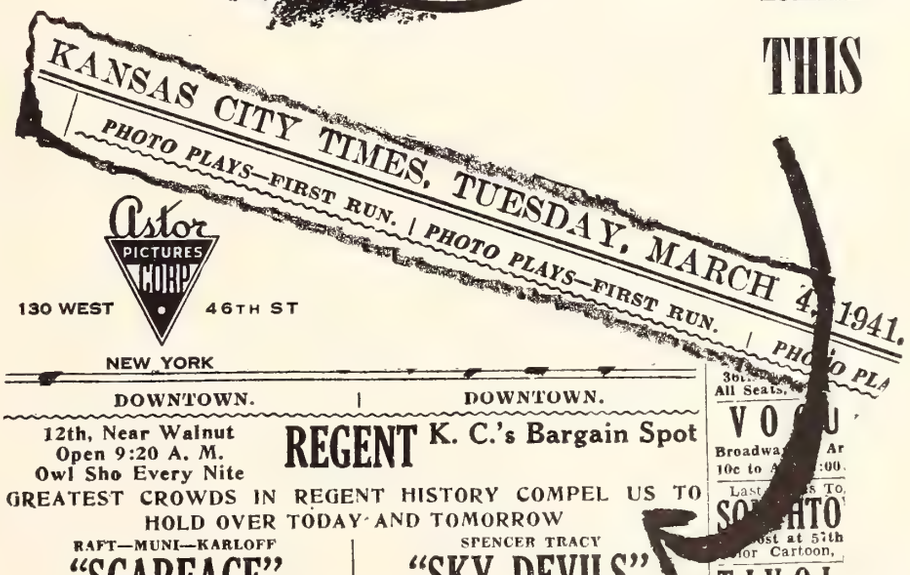
Renting a suit from a costume company in Cleveland, LaDue used another street ballyhoo which consisted of a man walking around town dressed as a robot. Newspaper carriers distributed heralds, and were later rewarded by being the manager's guest at a special matinee.

In connection with the running of the trailer, green gelatin was used for an eerie effect.

A local radio station sponsored a "Scream Contest," offering a prize for the most effective feminine scream.

Such was LaDue's campaign. We suggest you file this story now under "Swell Horror Show Stunts."





BOOK IT NOW — AT YOUR NEAREST ASTOR EXCHANGE

SAVINI FILMS	Atlanta, Ga.
NORTHEASTERN FILM CO.	Boston, Mass.
PAM-O FILM EXCHANGE	Buffalo, N. Y.
SPECIAL ATTRACTIONS	Chicago, Ill.
MONOGRAM PICTURES, INC.	Cincinnati, Ohio
MONOGRAM FILM DIST.	Cleveland, Ohio
ASTOR PICTURES	Dallas, Texas
COMMERCIAL FILM EXCHANGE	Denver, Colo.
EXCELLENT PICTURES CORP.	Detroit, Mich.
CAPITOL MONOGRAM PICTURES	Indianapolis, Ind.
MAJESTIC PICTURES	Kansas City, Mo.
ASTOR FILM CO. OF SO. CALIF.	Los Angeles, Calif.
CHAS. M. WEINER	Minneapolis, Minn.
ASTOR PICTURES	Milwaukee, Wisc.
CONNECTICUT FILM DIST.	New Haven, Conn.
ATLANTIC PICTURES	New Orleans, La.
TIMES PICTURES, INC.	New York, N. Y.
PEERLESS DIST. CORP.	Philadelphia, Pa.
CROWN FILM CO.	Pittsburgh, Pa.
VARIETY PICTURES	St. Louis, Mo.
ATLANTIC FILM EXCHANGE	San Francisco, Calif.
PRINCIPAL PICTURES	Seattle, Wash.
PEERLESS DIST. CO.	Washington, D. C.
SUPERIOR FILMS, LTD.	Toronto, Ont., Canada

How About Employes' Popularity Contest?

Showmen on the lookout for new business builders of an institutional nature shouldn't overlook the possibilities of an Employes' Popularity Contest. That it pays big dividends is confirmed by Manager Bert Henson of the Rialto Theatre, Butte, Montana.

Admitting that some of the pictures he played during the contest were weak in drawing power, Henson reports that nevertheless business was excellent, thus proving that the stunt has box office power.

For those showmen who may wish to stage their own Employes' Popularity Contests, the method of operation is detailed herewith, and it is comparatively simple:

In advance, a tieup is made with a merchant, say a jeweler, whereby wrist watches are promoted for the boy and girl winners. Duplicate announcements are displayed in the merchant's window and in the lobby. Furthermore, a large display card containing photographs of each of the employes is placed in the lobby or foyer.

A trailer announcing the contest and tieing in the merchant's name as the award donor, coupled with as much newspaper publicity as the exhibitor can promote, whips up much natural interest among the public and various clubs in their favorites.

If other merchants are brought into the contest, their awards can also be displayed in the lobby, and in addition, cooperative ads might be promoted. By keeping the contest constantly before the public, whether by way of the lobby, windows, newspapers or your screen, interest will be kept alive.

Votes are deposited by patrons in a box provided for that purpose in the lobby.

The plan not only serves to help theatremen hurdle those days when attractions are more or less weak, but also stimulates interest in the theatre's staff and makes new friends who become new patrons. It can and should be used in practically any situation.

'Ziegfeld Girl' Hunt Staged

A local department store staged a "Ziegfeld Girl" hunt as part of John Osborne's campaign for the musical's showing at the Court, Wheeling, W. Va. Winner of the contest appeared in a fashion review on the stage along with the runners-up.

The Box Office Slant (SR)

Too Many Blondes

(*Continued from Page* 12)

pation. Lon Chaney, Jr., Iris Adrian and Shemp Howard register well with their comedy assignments. Play up the Vallee name and get your local radio station to play the numbers in advance of the showing.

Catchline: "They all say 'yes' . . . eventually."

Blood and Sand

(Technicolor)

(Hollywood Preview)

20th-Fox **Drama** **125 mins.**

(Prod. No. 143—Nat'l Release, May 30)

AUDIENCE SLANT: (Adult) A magnificent spectacle with a worldwide appeal. Standout entertainment.

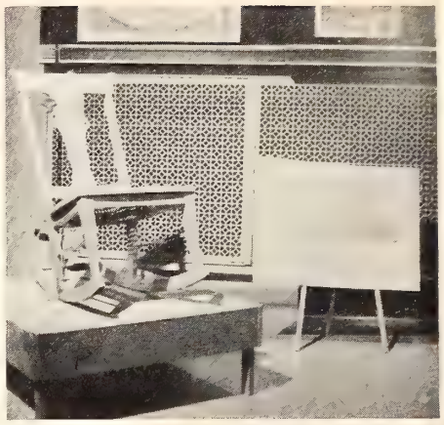
BOX OFFICE SLANT: Destined to be one of the industry's biggest money-makers. Has all the elements for mass appeal.

Cast: Tyrone Power, Linda Darnell, Rita Hayworth, Nazimova, Anthony Quinn, J. Carrol Naish, John Carradine, Lynn Bari, Laird Cregar, Vicente Gomez, William Montague, George Reeves, Ann Todd, Rex Downing and others. **Credits:** Directed by Rouben Mamoulian. Based on the novel by Vicente Blasco Ibanez. Screenplay by Jo Swerling. Directors of photography, Ernest Palmer and Ray Rennahan. Art Direction, Richard Day and Joseph C. Wright. Film editor, Robert Bischoff. Musical direction, Alfred Newman. Associate Producer, Robert T. Kane.

Plot: Power, son of one of the greatest bullfighters Seville has ever known, has been brought up in poverty because of his father's early demise in the arena. He becomes a great matador, but lets his fame, his fortune and a siren, ruin him so that he ends up in poverty and dies in the arena.

Comment: After three years of preparation "Blood and Sand" reaches the screen as entertainment-plus . . . tense drama at its best. It is the most lavish production to come out of 20th Century-Fox and has all the elements to make it one of the industry's biggest money-makers. From the standpoint of entertainment, it has seldom been surpassed and boasts of the most gloriously beautiful Technicolor photography ever turned out. A combination of beauty, action, thrills, suspense and romance, this modern version of the Vicente Blasco Ibanez classic has an appeal that is worldwide. Rouben Mamoulian handled his directorial job with brilliance, filling his sombre moments with plenty of suspense and making his gay moments dazzling with beauty. This magnificent spectacle has been given top-flight technical work, excellent production, musical score, photography and screenplay. For exploitation see Showmanalysis on page 18 of this issue.

Catchline: "Men who face death in the arena and the women they love who face a thousand deaths."



Ol' Rockin' Chair Got 'Em

Kept in motion by a small motor placed under the platform, a rocking chair in the lobby of the Jeffery Theatre, Chicago, Ill., did much to create interest in "Tall, Dark and Handsome" and gave the patrons quite a few laughs, according to Manager Robert Busch.

She Knew All the Answers

(Hollywood Preview)

Columbia **Comedy** **85 mins.**

(Prod. No. 2008—Nat'l Release, May 15)

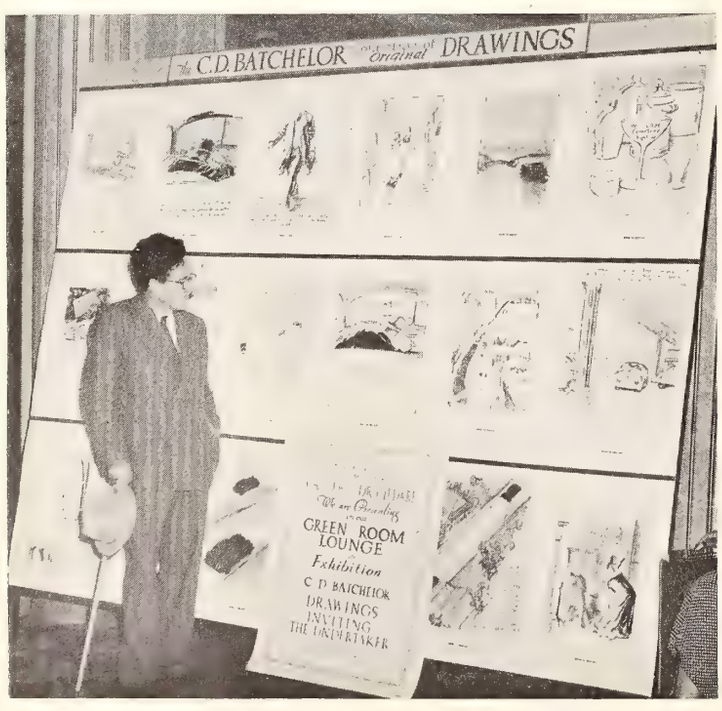
AUDIENCE SLANT: (Adult) Will please any audience looking for a good laugh. Should appeal to the masses.

BOX OFFICE SLANT: With some wise selling, this picture should garner its share of healthy box office receipts. Good for any situation.

Cast: Joan Bennett, Franchot Tone, John Hubbard, Eve Arden, William Tracy, Pierre Watkin, Almira Sessions, Thurston Hall, Grady Sutton. **Credits:** Directed by Richard Wallace. Screenplay by Harry Segall, Kenneth Earl and Curtis Kenyon. Based upon the *Cosmopolitan Magazine* story by Jane Allen. Director of photography, Henry Freulich. Art director, Lionel Banks. Musical director, M. W. Stoloff. Film editor, Gene Havlick. Produced by Charles R. Rogers.

Plot: Joan Bennett, a chorus girl, uses her own tactics to win over Franchot Tone, the guardian of the rich playboy, John Hubbard, she plans on marrying. It all works out swell until Cupid plays her a dirty trick by making her fall in love with Tone, and marrying him instead, which was the only answer she didn't know.

Comment: If audience reaction means anything, this humorous comedy will turn in profitable business in any situation. The story, a yarn about a girl, a play-boy and her boss, has enough new twists to make it interesting. The trouping is perfect and the direction, topflight, all adding to the enjoying of the picture, particularly in these times when patrons are looking for a good laugh. The film is loaded with hilarious situations for its full 85 minutes and the players seem to be having as good a time as your audience will have. Swell work is turned in by Joan



Cartoon Display

During the showing of "The People vs. Dr. Kildare" at Loew's Criterion Theatre in New York, a tieup was arranged by Phil Laufer, publicity director of the theatre, with C. D. Batchelor, editorial cartoonist of the "Daily News," 1936 Pulitzer Prize Winner. Twenty-five of Batchelor's drawings were loaned to the theatre, mounted on a board and displayed in the lounge. Mr. Batchelor appears in the picture at the left.

Bennett and Franchot Tone, but the surprise of the show is John Hubbard, who scores a big hit in his first good role. Eve Arden is another who shines in the well-balanced cast. Director Richard Wallace and Producer Charles R. Rogers rate raves for an entertaining piece of screenfare, one that should garner its share of healthy boxoffice receipts. Arrange a "quiz" program in your lobby with a pretty girl answering ALL the questions.

Catchline: "Wise girl teaches Wall Street a lesson, but not in stocks and bonds."

The Gay Vagabond

Republic **Comedy** **66 mins.**

(Prod. No. 22—Nat'l Release, May 12)

AUDIENCE SLANT: (Family) Mildly amusing comedy with a few overdrawn situations that should entertain fairly well.

BOX OFFICE SLANT: Better than average business for a program attraction can be expected.

Cast: Roscoe Karns, Ruth Donnelly, Ernest Truex, Margaret Hamilton, Abner Biberman, Bernadene Hayes, Lynn Merrick, Rod Bacon, Gloria Franklin, Carol Adams, Byron Foulger, Paul Newman. **Credits:** Associate producer, Robert North. Directed by William Morgan. Original screenplay by Ewart Adamson and Taylor Caven. Director of photography, Bud Thackery. Film editor, Howard O'Neill. Art director, John Victor Mackay.

Plot: Indispensable to both his family and his job, Karns doesn't know it and both his boss and his wife take advantage of him. His more aggressive twin, also Karns, arrives in town and accidentally the Caspar Milquetoast becomes a demon, not only becomes reconciled with his wife and daughter, but also lands a bigger job for himself.

Comment: The story is an old one or rather too adroitly blended to make what most audiences will enjoy as a fairly good comedy. There are one or two sequences which would better have been left out; they belong to the old school of cheap comedy where anything was done for a laugh. In this picture they are unnecessary, as there is already enough inherent comedy in the situations. Karns in a dual role does a good job and the rest of the cast is up to par. Direction, except for the aforementioned slapstick sequences, is very good and the picture has been given good backgrounds and production. Sell it with "Are you a man or a mouse?" catchlines and plenty of stress on the twin brother angle.

Catchline: "How to get a raise and be the boss in your family."

Naval Academy

Columbia **Drama** **67 mins.**

(Prod. No. 2020—Nat'l Release, May 22)

AUDIENCE SLANT: (Family) Will interest the adolescents.

BOX OFFICE SLANT: Weakness of story and lack of names will hold down its drawing power.

Cast: Freddie Bartholomew, Jimmy Lydon, Billy Cook, Pierre Watkin, Warren Ashe, Douglas Scott, Warren Lloyd, James Butler, Joe Brown, Jr., David Durand, Tommy Bupp, John Dilson, William Blees. **Credits:** Produced by Wallace MacDonald. Directed by Erle C. Kenton. Based upon a story by Robert James Cosgriff. Original screenplay by David Silverstein and Gordon Rigby. Director of photography, John Stumar. Film editor, William Lyon. Art director, Lionel Banks.

Plot: Lydon, reform school inmate, is allowed to attend the State Naval Academy because his father was a graduate. He and his roommates get into all kinds of trouble, but all ends happily.

Comment: An almost complete absence of women is one thing that distinguishes this picture. The only feminine characters who appear are some mothers of students and then only incidentally and briefly. It's entirely concerned with the lives of boys at a prep school run along the lines of Annapolis. The boys look a bit older than they are supposed to for their parts, but that's not a serious disadvantage. Also in one scene there is remarkably poor timing of sound and image tracks in a crew race when the coxswain is calling the stroke so slowly, the boys are doubling his time. Most serious disadvantage of the picture is the weakness of the story, the end of which can be foretold from almost the very beginning. It should hold some interest for adolescents, however. Performances are fair. Sell it with Naval atmosphere, model plane tieups, etc.

Catchline: "The saga of three American boys learning to be men."

Sunny

(Hollywood Preview)

RKO-Radio **Musical Comedy** **98 mins.**

(Prod. No. 133—Nat'l Release, May 30)

AUDIENCE SLANT: (Family) Best of the former Ziegfeld hits given to Miss Neagle, will entertain those you get in.

BOX OFFICE SLANT: Should better its predecessors, especially in the later runs.

Cast: Anna Neagle, John Carroll, Ray Bolger, Edward Everett Horton, Grace and Paul Hartman, Frieda Inescort, Helen Westley, Benny Rubin, Muggins Davies, Richard Lane, Martha Tilton, others. **Credits:** Directed and produced by Herbert Wilcox. Screenplay by Sig Herzig from the musical comedy by Otto Harback, Oscar Hammerstein, II and Jerome Kern. Director of photography, Russell Metty, with special effects by Vernon L. Walker. Dance director, Kenneth Holmes. Musical director, Anthony Collins. Film editor, Elmo Williams.

Plot: John Carroll, scion of a wealthy New Orleans family meets, kisses and falls in love with Anna Neagle, circus equestrienne, during a Mardi Gras fete. The rest of the picture's action is spent patching up misunderstandings due to his socialite relatives' failure to appreciate her, and her instinctive dislike of them; all working out to a happy ending.

Comment: Best of the ex-Ziegfeld vehicles converted into screen material for Anna Neagle, this should surpass the totals for its predecessors, especially in the subsequent runs where comment after first run screenings can counteract the rather neutral aftermath of this star's other musicals. It benefits greatly from the fact that she does less dancing, leaving this to such acknowledged professionals as Ray Bolger and those top satirists, Grace and Paul Hartman. John Carroll, whose genuine singing ability and virility more than offset any lack of usual leading man qualities, proves a happy choice; for the radio fans there is Benny Goodman's ex-singer, Martha Tilton and for those who appreciate fine character acting there is Helen Westley's excellent performance. If there is a radio station in your city which has squared its battle with ASCAP, plant a series of fifteen minute broadcasts with the music from Jerome Kern's hits, especially "Who," "Do You Love Me?" and "Sunny." Spot announcements with recorded request program plugging Martha Tilton will also help arouse interest. Switching the house staff to Mardi Gras or circus uniforms for the immediately preceding weeks is both logical and timely.

Catchline: "The circus, society and love have a date at the Mardi Gras."

Federal Fugitives

Producers **Spy** **66 mins.**

(Prod. No. 108—Nat'l Release, March 28)

AUDIENCE SLANT: (Family) Mediocre spy drama, lacking in pace.

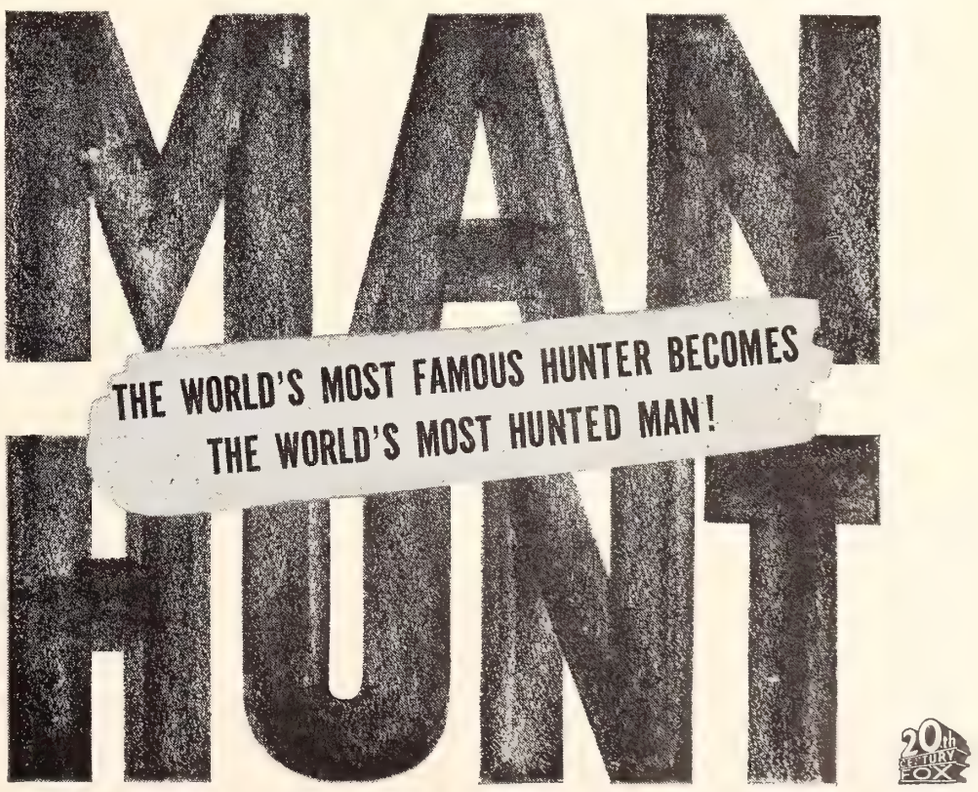
BOX OFFICE SLANT: May get by with a topnotch main feature.

Cast: Neil Hamilton, Doris Day, Victor Varconi, Charles Wilson, George Carlton, Gerald Oliver Smith, Frank Shannon, Betty Blythe, Frank Moran, Lyle Latell. **Credits:** Directed by William Beaudine. Produced by John T. Coyle. Original story and screen play by Martin Mooney. Director of photography, Arthur Martinelli.

Plot: Neil Hamilton, a military intelligence officer, tracks down a band of foreign agents. The agents attempt to poison him but he is saved in the nick of time by his friends.

Comment: Aside from containing several performers well known in the silent days, this picture is otherwise a fair to middlin' spy drama. Its pace is slow and the picture moves jerkily along to its conclusion, in a stilted fashion. It may get by with a topnotch main feature.

Catchline: "A G-man thwarts the foreign agents' plot to poison him."



Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Wallace Ford heads the cast of Monogram's "Murder By Appointment," mystery-thriller which Phil Rosen is directing. Also signed for important roles are Marian Marsh, Sarah Padden, George Guhl and Gavin Gordon.

Joan Woodbury replaces Lois Andrews, who is expecting a blessed event, in the cast of Columbia's "Girls From Panama," sharing top honors in the picture with Jinx Falkenburg and Joan Davis. Camera work is scheduled to start this week under the direction of Charles Barton.

Warner Bros. has announced that Brenda Marshall will play the feminine starring role in "The Smiling Ghost," opposite Wayne Morris. Lew Seiler will direct.

Dorothy Lovett, who has played the lead in five of the popular "Dr. Christian" films, has been assigned the second romantic lead in RKO's "Look Who's Talking." The picture co-stars Edgar Bergen and Charlie McCarthy, Fibber McGee and Molly, and Lucille Ball, and is being produced and directed by Allan Dwan.

Jane Wyatt and Ray Middleton will be co-starred in "Hurricane Smith," which Director Bernard Vorhaus sent before the Republic cameras a few days ago.

Butch and Buddy have been added to the cast of Universal's "Man From Montana," current Johnny Mack Brown picture which also features Fuzzy Knight, Nell O'Day and The King's Men. Ray Taylor is directing.

Ona Munson reports to 20th Century-Fox for her role in "Wild Geese Calling," in which she appears with Henry Fonda, Joan Bennett, Warren William and Barton MacLane under John Brahm's direction. Miss Munson's last picture assignment was the feminine lead in Republic's "Lady From Louisiana" with John Wayne.



Something to Chuckle Over

Irving Cummings, famous director, evokes wide grins from the members of the cast in "Belle Starr" at 20th Century-Fox during a lull in the filming of the picture. He has just told them a rib-tickling story and Dana Andrews, Randolph Scott and Gene Tierney, in the title role, seem to be enjoying it to the full.

If her shooting schedule can be arranged, Dorothy Lamour will have the feminine lead opposite Eddie Bracken in "The Fleet's In" at Paramount. Victor Schertzinger will direct for Producer Paul Jones.

Lud Gluskin, coast music director for CBS, has been signed to handle the musical score of "International Lady," Edward Small's current United Artists production.

Although Roy Del Ruth, MGM director, had originally scheduled "The Chocolate Soldier," starring Nelson Eddy and Rise Stevens, for a June 1 starting date, his preparations have gone forward so expeditiously that he will have the cameras rolling well ahead of schedule.

Sam Wood, currently preparing to put "Kings Row" before the cameras at Warner Bros., is negotiating with Gregory Ratoff to borrow Elizabeth Gallagher for a featured role. Miss Gallagher is the carhop-actress discovered by Ratoff.

Edward Kay and Harry Tobias have written three songs for Producer Lindsley Parsons to be used in Monogram's "Sweet Sixteen," set for early production.

Lucien Littlefield, one-time office boy for Samuel Goldwyn and later under contract to him as an actor, returned to the Goldwyn fold as an actor in "The Little Foxes," which stars Bette Davis under the direction of William Wyler.

Edward H. Griffith, Paramount producer-director, is establishing a "first" in Technicolor photography on "Bahama Passage," which he is now filming on location in the Bahamas. Griffith will be the first to shoot an underwater swimming scene in Technicolor. His star, Stirling Hayden, is the swimmer.

Work on Republic's "Puddin' Head" was held up for several days due to a cold suffered by Judy Canova. Director Joseph Santley shot around her for two days, but was unable to continue until she returned.

Hal Roach renewed his contract on Marjorie Woodworth, who recently completed the feminine lead in "Broadway Limited," set for early release.

Director Julien Duvivier expects to spend a week filming the Dream Ballroom sequences for Alexander Korda's "Illusions," the most lavish in the picture, in which 300 dress extras will be used. The picture will be released by U. A.



"Kitty Foyle" Script to Library

David Hempstead, left, producer of RKO's highly successful "Kitty Foyle," presents the original script to the Edward L. Doheny, Jr., Memorial Library of the University of Southern California in its cinema department.

Raft and de Havilland Teamed For "All Through the Night"

George Raft and Olivia de Havilland will be teamed for the first time as co-stars in "All Through the Night," which will go into production soon at Warner Bros. Vincent Sherman, whose option has just been renewed, will direct.

The screenplay, written by Leonard Spigelgass from an original story by himself and Leo Rosten, tells how a mob of gangsters breaks up a fifth-column movement in this country. Starting date will be set when Raft finishes in "Manpower," in which he is co-starred with Edward G. Robinson and Marlene Dietrich, and Miss de Havilland returns to her home lot from Paramount, where she is playing one of the starring roles in "Hold Back the Dawn."

Thorpe Gets Ready for "Tarzan"

Although Richard Thorpe, MGM director, will take a location company to Coral Gables, Fla., for his forthcoming "Tarzan" picture, he has ordered construction of jungle sets on the MGM back lot for the opening sequences. This will enable Thorpe to direct "Tarzan" and superintend cutting of "Barnacle Bill," currently before the cameras with Wallace Beery in the top role.

Added to "Lady" Cast

Marjorie Gateson, Martin Kosleck and Charles D. Brown were signed by Edward Small for featured roles in "International Lady," now in production with George Brent, Ilona Massey and Basil Rathbone as stars. Tim Whelan is directing.

Trevor Signed for "Texas" Lead

Claire Trevor was signed by Columbia for the feminine lead in "Texas," joining a cast headed by William Holden and Glenn Ford. George Marshall is directing for Producer Sam Bischoff. George Bancroft and Edgar Buchanan head the large supporting cast which has 71 speaking characters.

HOLLYWOOD STUDIO ROUND-UP

Studio activity is still going full-blast with fourteen new pictures started this week:

COLUMBIA

MYSTERY SHIP—Principals: Lola Lane, Paul Kelly, Larry Parks. Director, Lew Landers.

GIRLS FROM PANAMA—Principals: Jinx Falkenburg, Joan Woodbury, Joan Davis. Director, Charles Barton.

LADIES IN RETIREMENT—Principals: Ida Lupino, Louis Hayward, Evelyn Keyes. Director, Charles Vidor.

MONOGRAM

MURDER BY APPOINTMENT—Principals: Wallace Ford, Marian Marsh, Sarah Padden. Director, Phil Rosen.

PARAMOUNT

SHEIK OF BUFFALO BUTTE—Principals: William Boyd, Brad King, Jean Phillips. Director, Howard Bretherton.

BAHAMA PASSAGE (Tech.)—Principals: Madeleine Carroll, Stirling Hayden. Producer-Director, Edward H. Griffith.

PRODUCERS

DESPERATE CARGO—Principals: Ralph Byrd, Carol Hughes. Director, William Beaudine.

REPUBLIC

HURRICANE SMITH—Principals: Ray Middleton, Jane Wyatt, J. Edward Bromberg. Director, Bernard Vorhaus.

GANGS OF SONORA—Principals: Bob Livingston, Bob Steele, Rufe Davis. Director, Jack English.

20TH CENTURY-FOX

WILD GEESE CALLING—Principals: Henry Fonda, Joan Bennett, Warren William, Ona Munson. Director, John Brahm.

UNIVERSAL

MAN FROM MONTANA—Principals: Johnny Mack Brown, Fuzzy Knight, Nell O'Day. Director, Ray Taylor.

SAN ANTONIO ROSE—Principals: Robert Paige, Jane Frazee. Director, Charles Lamont.

WARNER BROTHERS

SMILING GHOST—Principals: Wayne Morris, Brenda Marshall, Helen Westley, Alan Hale. Director, Lew Seiler.

KING RUBBER—Principals: Constance Bennett, Jeffrey Lynn, Mona Maris, Donald MacBride. Director, Ray Enright.

Chandler Replaces Keaton

Due to a stomach ailment, Buster Keaton has been forced to leave the cast of Republic's "Puddin' Head," Judy Canova starrer. Chick Chandler replaces him.



Veronica Gets Reassurance

Veronica Lake, whose long, wavy, honey-colored hair contributed to her sensational success in Paramount's "I Wanted Wings," is just a little nervous over her next role. Director-Writer Preston Sturges points out that inasmuch as she will have to play a girl hobo in some scenes, she'll have to trim those lovely locks to conceal them under a cap. Joel McCrea, who co-stars with Miss Lake in Sturges' "Sullivan's Travels," laughingly knows it's all a rib but Veronica looks a little dubious.

Small May Have "Sleeper" in "Three Cockeyed Sailors"

To test its suspected qualities as a "sleeper," "Three Cockeyed Sailors," British-made film which United Artists will release, is being set for pre-release engagements in half a dozen widely separated territories throughout the country. Engagements have already been lined up for Norfolk, Va., San Diego, and San Francisco, and other runs will be set in a few days.

American rights to the picture were purchased by Edward Small, who turned the picture over to United Artists. After it had been screened for executives and exploitation heads of the company, feeling was that the film was above average entertainment and should be launched with test runs and wide trade-paper advertising.

Lamont Starts "Rose"

Director Charles Lamont gave the "go" signal to Universal's "San Antonio Rose," which has Robert Paige and Jane Frazee in the top roles. Lamont recently completed "Sing Another Chorus," which also featured Miss Frazee.

Twist Elevated to Producer

John Twist, long recognized as one of the most prolific and versatile screen writers in Hollywood, has been elevated to producer status by George J. Schaefer, president of RKO. Twist will receive twin credit on his first assignment, the production of his own original story and screenplay, "Four Jacks and a Queen."

Steiner Assigned "York" Score

Max Steiner has been assigned to do the musical score for "Sergeant York," Warner Bros. feature starring Gary Cooper in the title role. The picture, produced by Jesse Lasky, is scheduled for road show release in July.

Pryor Does Second PRC Film

Roger Pryor, who was seen recently in Producers Releasing Corporation's "South of Panama," has been signed for the lead in "Gambling Daughters."

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Gene Autry and Smiley Burnette will start their 46th Western together in a few days, a record worth mentioning when you consider that they are still close pals. A few of our so called big shots could take a couple of lessons from the boys.

The Rudolf Hess flight to England will be incorporated into at least two new pictures, now in production, Warner's "Underground" and 20th Century-Fox' "Man Hunt." Both studios insist that the sensational incident is a natural tie-in to their story, and both stories are different. We shall see.

That noise you hear on Gower Street is nothing more than the Columbia gang breaking their necks to get a gander of Jinx Falkenburg, who reported for her role in "Girls From Panama" . . . and we don't blame them a bit. We darn near broke ours, when she stepped out of a cab the other day.

Joseph I. Breen, identified with the Will Hays office since 1930, moves over to RKO as general manager in charge of the studio. Joe is one man in this town who has won widespread respect from everyone, and we're all rooting for him to make a bang-up showing in his new connection.

Edward Small's "In Rudolph Valentino's Day," moves nearer to the starting day with the arrival of Ralph Holmes, who is being tested for the title role. The test will be a long step toward finding an actor for the role, after a three year search by Small. Holmes, who is 25, has spent several years on the stage.

Bill Pine and Bill Thomas are to be complimented in signing Frank McDonald to direct the third of their series of aviation action dramas, "Flying Blind." Frank, a swell guy and an excellent megaphonist, should top their first two. We'll be seeing you on the set, Frank.

Editor "Chick" Lewis is due in Hollywood in about two weeks, so all youse guys and gals better get the feed bags ready.

Weeks Preps "Fugitive Valley"

Oliver Drake has turned in his screenplay on "Fugitive Valley" which George W. Weeks will produce as the final western on Monogram's 1940-41 series of "Range Busters" features. Weeks will make eight more for the new season's program.

Sherman Guns Another "Hoppy"

"Sheik of Buffalo Butte," latest in the Hopalong Cassidy series, went before the cameras under the direction of Howard Bretherton. The cast is headed by William Boyd, Brad King, Andy Clyde and Jean Phillips.

McCoy Joins Jones in Mono. Series

Colonel Tim McCoy has been signed by Producer Scott R. Dunlap to support Buck Jones in Monogram's new "Rough Riders" series, to be made for the 1941-42 program.

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As one of the first acts of its charity plan, Tent No. 24, Variety Club of Charlotte bought a portable projection outfit for shut-ins. Here is a group of the Barkers after the first inspection. In the driver's seat is Chief Barker "Heck" Everett. Seated left to right are Jimmy Prichard, George Ebersoll, Jimmy Greenway, Phil Longdon, Hal Keeter, Tom Bailey, George Roscoe and Bill Holliday. Standing left to right are Al Burks, Bert Adams, Roger Mitchell, Barney Ross, Scott Lett, Hank Hearn, Johnny Bachmann, Jay Schrader, Dean House, Joe Brecheen and Hal Jordan. In the extreme background are Bob Masterman, Bob Simpson and Hi Holston.

Tent No. 19—Baltimore

(*Continued from Page* 10)

Sam's Army, was one of the happy dancers, shouting the praises of the army and advising all to come and join up. Buddy looked swell, has taken on weight and avows there is nothing like it. In order that Buddy would keep to the straight and narrow path, he brought his sergeant as a guest to verify his various accomplishments in the army.

Thirty-five Barkers went to Atlantic City to enjoy the National Convention. Six drove down in the Station Wagon which was to be in the parade as one of the proofs of Tent 19's charity work for crippled children.

Chief Barker Hicks made up a reel of the Preakness Race, the Ball and other activities of the Club. This reel will run in the theatres and the proceeds will go to the Charity Fund. Chief Barker Hicks acted as General Sales Manager and Home Office and approved or rejected all contracts. When he buys film this coming season we hope he will bear in mind the prices he paid for this single reel over his circuit and contract accordingly. We said we hope, but we have our doubts.

Tent No. 24—Charlotte

Golf Tournament and Dance Set for June 9; Benn Rosenwald in New Home; Joe Ginns' Wife Arrives

To quote from Barker Dick Pitts' column in the *Sunday Observer*, "By this time the Variety Club members who attended the three-day annual convention of Variety Clubs in Atlantic City, are on their way home or have arrived here already. Don't expect any of them to look or act sane for the next week—not after a Variety Club Convention." Dick it appears was very sane in his predictions, for the gang which arrived here early Monday could not even be interviewed. It will no doubt be weeks before any coherent statement will be forthcoming from the official spokesmen.

However, one delegate managed to keep his equilibrium, Jimmy Prichard, Chairman of the entertainment committee. The first thing he did on his arrival was to call a hurried meeting of its members; they finally set the Charity Golf Tournament and dance. The Tournament will be held at the Carolina Golf Club all day Monday, June 9th, to be followed by a dance at the Hotel Charlotte in the evening. Tickets are now being printed and will be in the hands of the Crew on Saturday. It is estimated that more than 200 golfers will compete for the many prizes to be offered for the low net, low gross, best dressed, etc. For those who do not play golf, horseshoe pitching contests will be arranged, and for those who believe that to be too strenuous, there will be card games. Others can just loaf and partake of the luncheon and refreshments which will be included in the price of admission. Charlie Strong and his famous band will supply the music and entertainment for the dance to be held in the newly air-conditioned ballroom at the Hotel Charlotte.

With so many members absent from the city, the Club rooms experienced their quietest week, although there was a goodly crowd at the Saturday night frolic.

Barker Benn Rosenwald finally moved into his beautiful new home during the past week and everybody is happy including Benn. Benn was host to Leon E. Blumberg of Utica, N. Y., Benn's home town. Bob Allen had as his guests for a luncheon two visitors from Salem, but not the same towns, one hails from Salem, Ore., and the other from Salem, Mass. Barker Joe Ginns, new Columbia manager, introduced his wife, who came on from Pittsburgh, to the club during the week. They have been busy since her arrival, house hunting, which is quite tough at the present time. The Sammy Trinchers of Kannapolis, entertained Mrs. Clay Kelly of Washington, D. C., during the week. Mrs. J. H. Harrison of Atlanta was the honor guest at a dinner party given by the Hank Hearns.

Mrs. Floyd of Whiteville, N. C., who was awarded the Buick car at last week's Charity Show, was unable to make the trip to receive her prize, but sent her husband Charlie, Manager of the Columbus Theatre in that town, in for the handsome new car which he drove home with the good wishes of the Club members.

PICTORIAL PANORAMA OF VARIETY CLUB CONVENTION

SEE PAGE 9

STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

RELAX!

ANNOUNCEMENT that theatre television equipment (at 30 G's the copy) was ready, appears to have caused a slight case of jitters among certain exhibitors.

The worrisome type, no doubt.

There's an old line that goes something like this: "live for today and plan for tomorrow."

We recommend that attitude to exhibitors contemplating television and the thirty thousand it would cost for equipment alone.

It will be some time—mates—before television will be crowding the average theatre. And when it comes for general use, it will be through the efforts of the motion picture industry and in the motion picture theatres.

Theatre television has been demonstrated in New York. Its first presentation to a number of motion picture men and representatives of other businesses was a big event. However, before the war, England had television shows in theatres—got fancy admission prices for them. There they used "wireless," as they call it, in contrast to the RCA system of controlled service by wire to whatever theatre will pay for the particular shows which ultimately will be supplied.

The English equipment was demonstrated in New York many months ago, broadcasts of home television shows being picked up. This journal remarked then that there's nothing the matter with television that the picture technicians (within a reasonable time) could not ultimately iron out via specialized lighting, camera craft and dramatic technique. But it will be the picture people who, just as they did in sound after the engineers said the equipment was ready, will refine television and make it saleable.

Meantime, there's no use worrying. Television will come to the theatre, but not right away. And a lot of money can be made by motion picture theatres properly run with motion pictures, and no television trimmings, between now and when it comes.

The way to live today on some profit from motion picture theatres is to make the theatre a more comfortable, attractive and appealing place in which to see pictures—carefully booked, well exploited, and projected in a manner that will realize the utmost effectiveness and beauty of sight and sound printed on the film. The way to plan for the tomorrow of television, or what have they, is to match, if you can't beat, the best your competitor can offer in the way of entertainment. Live for today, and planning for tomorrow will be easier.

The planning can follow an orderly, well-considered course, so far as television is concerned, as experiments with the new medium reveal its value, and practicality for the commercial theatre.



YES—here is a theatre seat that is wonderfully soft and comfortable. It's American Seating's *Feather Foam Front*—the latest, greatest achievement in theatre chair design.

Feather Foam Front takes the pressure off the Popliteal. This is done through elimination of hard steel wires and rolled or packed stuffing across the front edge of the seat. It's so soft, legs can't go to sleep!

Feather Foam Front is now available—at no extra cost—on American Bodiform, Commodore, Zephyr and Zenith Chairs. New color schemes . . . new streamlined designs . . . and *Feather Foam Front* make these chairs indisputably America's greatest buys in theatre chairs. See them.

* *Popliteal—according to Webster—"the back part of the leg behind the knee joint." Pressure on the Popliteal causes legs to "go to sleep" and is responsible for discomfort and nervousness.*

Putting Showmanship Out Front

"Flash" Results from Proper Use of Color and Lighting



NIGHT VIEW reveals the adequacy or lack of it, in lighting for the motion picture theatre. This example of design which aims at making the most of modern facilities for the colorful, flashing effect which is, or should be, the distinguishing mark of a theatre, is typical of a current trend to get back to real showmanship via architecture suited to the demands of showmanship. The Beechwold is owned and operated by Louis Weithe, who operates other theatres, and is located in a residential section outside Columbus, Ohio. The theatre was designed and constructed for Weithe by F & Y Building Service.

THEATREMEN are the last of any special group of business men who need to be told the value of bright, colorful lighting as a means of attracting patronage. Nevertheless, there are many examples in which, wherever the original fault occurred, theatres have not been given the full advantage, from the design standpoint, of modern lighting equipment. Or, if there was provision for the proper combination of incandescent and neon illumination, the disposition seems to have been to restrict the amount of the lighting equipment to a minimum not at all in harmony with the theatreman's belief that lighting is a very potent ticket seller to be used in an "all-out" scale.

Possibly some credit is due sign manufacturers for newer examples of lighting used in a style and scale to make the theatre dominate its neighborhood through illumination surpassing that of the other merchants nearby. At any rate there have been several recent instances of more real showmanship out front—particularly with respect to the lighting phase of the theatre.

In the case of the new neighborhood theatre built for Louis Weithe in a residence section of Columbus, Ohio, by the F & Y Building Service, the combination of exterior architecture and lighting equipment strikes a very cheering note for those who are anxious to see the theatres of today take full advantage of the improved lighting facilities over those which were available to the outstanding showmen who first put picture theatres ahead of any other field in the daring use of illumination—and plenty of it.

The illustration above of the exterior of the Beechwold which Mr. Weithe opened only recently, tells better than could words, the story of how showmanly a job good outside lighting can do for a theatre.

The "off-center" entrance, a device of design to overcome features which have become stereotyped in the architecture of the neighborhood theatre, has been capitalized cleverly by making the entrance itself the climax, so to speak, of the lighting arrangement for this house.

Leading up to the entrance's blaze of neon and incandescent illumination, is the series of long windows of a fluted glass through which the interior foyer and lounge illumination glows attractively.

The exterior of the Beechwold is of face brick, terra cotta, glass and stainless steel. The front elevation features a v-type marquee with a three-line attraction board using silhouette letters. The "nose" of the marquee is a wide band of porcelain enamel metal with four rows of bulbs flashing down the front and under the soffit to the ticket office (a widely used and adroit device for leading the prospective customer's eye directly to the box office). The letter frames of the attraction board are enclosed with a double chaser border below and a single chaser at the top.

Rising above the marquee is a "panel" of horizontally fluted terra cotta of burnt orange color. Atop this panel is the name "Beechwold" in silhouette lettering. This is a double-line power gold neon channel sign.

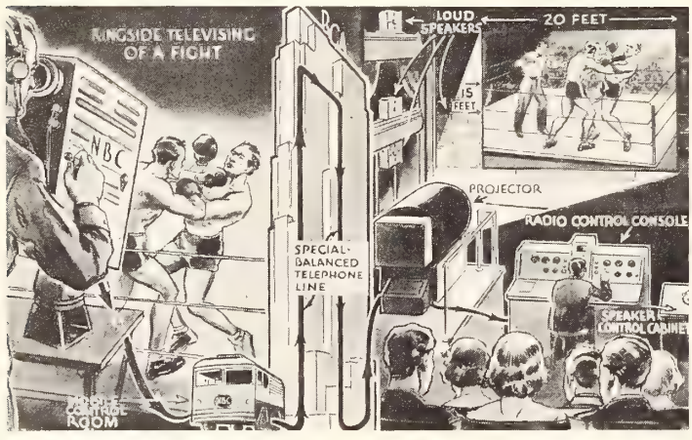
The color effect is heightened by the hues used for the marquee and the terra cotta. The marquee porcelain is a combination of mauve, Naples yellow and light blue. Setting this off to spectacular advantage is the color of the terra cotta—burnt orange—and the lighting of gold and red neon in combination with amber and white incandescent lamps.

The display frames on the corner treatment are 40 x 60 cases of alumilited aluminum. The base of the ticket office is of corrugated herringbone design stainless steel laminated over plywood—the same material being used above a six-inch black structural glass base. Entrance doors are birch wood with glazed ribbed fluted glass.

The Beechwold has a seating capacity of 900, and the cost of the project, including land, which provides parking space for 200 cars, is reported as $100,000, including cost of equipment.

Theatre Television In Action







Large Screen television at work! Above, View from rear balcony of the New Yorker Theatre showing Lucy Monroe on screen as she sang "The Star Spangled Banner" in a studio of NBC at Radio City. At left, a diagram of the equipment and process of picking up the Overlin-Soose fight at Madison Square Garden with special cameras, the mobile unit which relayed the images and sound by wire to Radio City, from whence it is relayed to the theatre, by wire. The steel-barreled projector, pointed over the edge of the balcony cast the picture to a screen measuring 15 by 20 feet. Right, above, an engineer inserts the kinescope (large tube on which the picture is formed) into the projector, which magnifies the images and projects them to a screen 60 feet away.

The special television show, presented in New York recently, employed equipment which RCA has been perfecting for some time, was installed in the New Yorker Theatre at a cost estimated to run all the way from $25,000 to $50,000. The presentation was by wire over a circuit formed by telephone wire from Radio City and Madison Square Garden (from which points the events viewed on the screen emanated).

Preview of the Future

On a small scale the basic network employed for the New York demonstration was similar to that which RCA engineers predict will some day bring televised events to every neighborhood theatre. The telephone wire used, is known as a balanced wire of special characteristics for carrying television signals. The fight signals were relayed from Radio City after having been sent there by wire from Madison Square Garden.

Other theatres in the Metropolitan area could have been plugged in on the show, and a special television cable, already installed between New York and Philadelphia, would have made the program available to southern New Jersey and eastern Pennsylvania movie houses had receiving facilities been installed for the purpose in those territories.

The main unit of theatre television equipment is the projector. It looks like a steel barrel and contains a large television tube called a kinescope. At the New Yorker the projector, pointed over the edge of the balcony, casts the televised images 60 feet to the screen. The screened images, 15 by 20 feet, were clear and had an easy-to-look-at bluish tint.

Control Board for 16 Speakers

Near the projector was a control board by means of which an operator could bring into play the sixteen loudspeakers located at various points throughout the theatre. The result was three-dimensional sound like that of Walt Disney's "Fantasia." When someone was speaking at the right side of a televised picture, the sound emanated from amplifiers on the right side of the theatre.

the HINT COLUMN

Methods, Ideas and Suggestions That Are Good for What Ails Equipment, Maintenance and Theatre Operation

Electric Current

In certain cases it is possible to reduce the wattage on an upright sign and marquee, where illumination on both sides of the theatre is bright enough. If marquee illumination is effective, it might even be possible to discontinue use of the vertical sign entirely.

Of course, before any of these changes are undertaken it is better to ascertain whether anything can be saved on your demand charges.

A checkup of the exit light fixtures should be made to see if lamps of lower wattage can be substituted.

Another way to reduce your electricity bill is to discontinue using atmospheric auditorium ceiling lights during matinee performances. As a matter of fact these lights show up better at night anyway because there is less chance for stray light to penetrate into the auditorium.

Impress upon your staff the importance of extinguishing any and all lights when they are not actually in use.

Reduce Size of Lamps

Wattage in all rest rooms, offices, basement, etc., may be reduced in certain cases, without increasing the hazards of accidents. Of course, it would be foolhardy to save a small sum in electricity bills if it increases possibilities of mishaps. The managers' judgment should tell him when a change can safely be made.

All switch plugs should be plainly marked and fuses of proper capacity kept on hand for emergency use to avoid delay and confusion.

Instruct your staff to refrain from turning on house lights and generators, etc., too soon before scheduled opening time.

Might it not be a good idea to attach a light to the front of the vacuum cleaner, which would give cleaners a portable light rather than have them depend on a cleaning light some distance away?

Check Demand Charges

Periodic checkups of demand charges may be a useful way of determining ways and means of obtaining reductions in power and light bills. Sometimes, motors or generators not in use, are included in demand charges. Exclusion of these may reduce your electricity bills.

Occasionally, reduction in the number of meters may enable a theatre to reach its demand sooner and therefore reduce its bills.

Also helpful in reducing light bills is to devise a definite schedule for the theatre's various lighting circuits, taking into account the season and busy and slow periods of the day and night. Copies of this schedule should be posted in the manager's office and various other places about the theatre so that those responsible for this task will always have this information before them.

If a theatre is on a demand rate, it might be well to eliminate use of footlights and borders before shows and on close-ins.

Lamps should be carefully stored away and inventoried, with full responsibility reposed in one employe, so that nobody can obtain a bulb from anyone except the person in charge.

Dimensional Sound mpends SMPE Hears

New methods of recording and reproducing ound took the spotlight of interest created nong theatremen by discussions and papers ad at the Spring Convention of the Society Motion Picture Engineers in Rochester, . Y., two weeks ago.

The new "dimensional" type of recording and eproduction first heard in connection with a Iollywood-produced picture, created more than temporary effect when theatremen saw Walt)isney's "Fantasia" as presented with the spe- al equipment for use with the multiple sound rack system. Previous demonstrations of "di- ensional" sound had been made to engineers nd industry observers at special presentations f Bell Laboratories' "Sterophonic Sound."

Bell and Disney Methods Discussed

Both the Bell system and the method de- eloped by Disney engineers in collaboration vith RCA, were discussed at the SMPE meet- ng.

That new standards of sound soon will be enerally in use was made clear by the technical iscussions at the SMPE meet. Precisely what ne, or what blend of the several "dimensional" ound systems will be adopted by the industry, waits final decision by the M. P. Academy's pecial committee on standards.

The four-day meeting in Rochester was pre- ided over by Emery Huse, of Eastman Kodak Company's Hollwood organization, who is the resident of the society.

Other subjects discussed were:

Research on the formation of silica films n the surface of a lens increasing the effective ransparency of the glass and thus augmenting he efficiency of the lens materially, was told by Frank L. Jones of the Bausch and Lomb Opti- al Co. Chemical processes for the film, he said, has been developed and would be utilized by the optical industry.

Speaking on the same subject, William C. Miller, optical engineer associated with the Vard Mechanical Laboratory, Pasadena, Cal. said that efforts to improve lens efficiency by the application of surface coating have been carried on for the past 50 years. He added that dust and even fingerprints can be removed from lens surfaces applied under modern processes. Even extra-thin films cannot be scratched by anything less hard than a metal point.

Engineers from the Walt Disney Studios, the Warner Bros.-First National Studios and the RCA Manufacturing Company's plants in Cam- den and Indianapolis read a series of five prepared papers on multiple-speaker sound sys- tems.

Detailed Description of Fantasound

A detailed description of RCA Fantasound as used in "Fantasia," and developed after years of research by Disney and RCA engineers, was given by N. A. Hawkins and W. Garity of the Disney Studios.

J. A. Norling of Loucks and Norling, New York, discussed recent developments in three- dimensional stereoptic photography. Modern re- search is producing improved equipment which will be reflected in its wider use, he predicted.

Of particular interest to theatremen was the report of E. S. Seeley of Altec Service Corp., New York, who told of a new reverberation meter designed to determine the acoustic re- sponse of a theater by direct readings as con- trasted with outmoded methods hitherto in use.

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Ritz.....Houston, Texas
Paramount.....Jackson, Tenn.
Variety Club Oklahoma City, Okla.
Palace.....Leesburg, Fla.
Elam.....Winnsboro, La.
New Griffith New Braunfels, Texas
New Clover..Montgomery, Ala.
Long's Freeport.Freeport, Texas
Long's Capitol..Palacious, Tex.

★

EVAPORATIVE KOOLER-AIRE

York.....York, Pa.
Bay.....National City, Calif.
Maumee.....Ft. Wayne, Ind.
Dream.....Indianapolis, Ind.
Olla.....Olla, La.
Penn.....Pittsburgh, Pa.
Colonial.....Coverdale, Pa.
Star.....Quincy, Ill.
Rialto....Oklahoma City, Okla.
Milan.....Milan, Tenn.

★

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New Developments Aid Perfect Projection

Courting the Law

BY HERMAN N. RABINOWITZ, L.L.B., MEMBER OF THE NEW YORK BAR

"Bugs" often develop in projectors through no fault of the manufacturer or the theatre but here is a case where a real bug caused serious damage and cost a theatre a heavy sum in damages and legal expenses.

In a suit against Roland and Otto Seigle, operators of a theatre in Monroe, La., for personal injuries, the plaintiff brought out the following facts.

A hard shelled bug flew into the projection room and found its way into the projector causing the film to slip off the sprockets. As a result, the film caught fire. The fire was seen by patrons in the balcony where the plaintiff was seated and the cry of "Fire!" caused a stampede in which the plaintiff was injured.

The Court of Appeals of Louisiana held that as to those parts of a motion picture theatre building and its equipment, which are not by themselves dangerous or from which dangers ordinarily do not arise, the theatre operator has the duty of reasonable or ordinary care for the safety of his patrons, and is not an insurer of the safety of his patrons. However, as to those parts of the theatre wherein use of highly inflammable or explosive substances is required, the theatre has the duty of exercising the highest degree of care and caution for the protection of those who patronize it.

The court further held that the theatre operator did not use this high degree of care in connection with the films and projection machines. It is general knowledge that lights attract bugs and other insects, and accordingly the defendants had the duty to anticipate such a type of accident and take necessary precautions to prevent it. Furthermore, the machine projectionist should have stopped the machine when the bug flew in, instead of letting it run on for two minutes and thus cause the fire.

Perfect projection is the lifeblood of the business. That is the opinion of successful showmen who have observed the effects on the box office of efficient booth operation. They have reported, too, on what happens when a theatre fails to give its patrons adequate projection.

It goes without saying that efficient operation requires modern equipment and efficient servicing, also skilled attention on the part of projectionists who handle the equipment.

No projection room can be operated efficiently without modern equipment. In bygone days, the projectionist sat on a chair and cranked away while the film unreeled on the floor. To get it back on the reel again, thread up and keep the show going smoothly, in spite of brief waits between reels, was a difficult task and it was anything but efficient.

But many mechanical and scientific devices have found their way into the projection booths of the country since then. Whether your projection shows the results of these inventions is primarily a question of whether or not you have installed modern equipment in your booth.

Half-way measures never achieve satisfactory results. Your booth may have new projectors but if your rewind machine is outmoded, if your reels are old and bent, or if no ventilation exists, you are operating haphazardly.

Theatre supply houses distribute every conceivable accessory to help you modernize your projection equipment.

Fire-proof steel cabinets, film splicers, automatic rewinds, light, but durable reels and other devices in addition to modern projectors and sound are necessary, to keep this department of your theatre running satisfactorily.

You cannot always prevent break-downs but can go a long way in restricting them to a minimum. With first-rate equipment and a knowledge of how it works, the average projectionist can quickly get at the seat of trouble when and if it occurs.

The capable projectionist talks these matters over with his superior. He is familiar with mechanical equipment and its maintenance. When he comes to you with a recommendation or suggestion give him your sympathetic attention. What he says may reduce your operating costs in the long run and give you the high standard of projection for which you are striving.

More and more, exhibitors are coming to the realization that good sound and projection are of vital importance—whether the theatre is a de-luxer or a last-run operation. It does not matter if the production is the biggest one of the year nor how commodious the theatre is for, if the sound is poor, the screen dim and the picture unsteady—you are not playing fair with your patrons and will drive them away.

Recent developments in projection and sound reproduction make it a cinch to give your patrons a steady picture, life-like in its performance, and a projection machine that runs so silently that it can barely be heard. Improved sound heads and amplifiers furnish sound of a calibre undreamed of a few years ago. New lamps throw a white light on the screen, instead of the brownish one furnished by older equipment.

All of the foregoing have made their contribution to better screen entertainment.

A commendable development in recent years has been the increased interest manifested in booth equipment by exhibitors and managers. This has enabled well-informed showmen to talk intelligently with their projectionists and to obtain their suggestions before purchasing booth and sound equipment and accessories. An appreciable saving in money and better results have been effected by this co-operation.

Theatremen have come to realize that a worn-out sprocket or intermittent will project an unsteady picture on the screen and distort the sound. They have found, also, that it is not wise to try to save money by using smaller size carbons than are recommended for a certain type of lamp. Reflectors used too long become pitted and lose a good proportion of their light. Screens used more than 18 months become soiled, causing loss of light and poor definition.

Helpful advice in these and kindred matters can be obtained through co-operation with your projectionists and others, which will save you money and improve your projection and sound. Take advantage of this valuable source of information.

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Inside the Roxy Theatre, safety and durability on the stairs are provided by LAWRICH RUBBER STAIR TREAD NOSING.

Speaking of Theatre Operation

Continuing the series dealing with the practical side of operation, here is good advice and a box of tricks to make management more efficient.

by Franc Arnold

The repairs and maintenance of a theatre an "Augean stable" job, but one that the nager must never let get out of hand for moment or he will have an enormous job eed. The spots that need constant checking both new and old theatres are as follows:

he upholstering;

he loosening of seats;

he cracking of plaster and the peeling of nt;

he loosening and breaking of marble and rs in carpets.

Such complicated jobs as faulty plumbing ich are better handled by the expert crafts- n will not be discussed in this article.

any Helpful Gadgets Available

There are many gadgets on the market today aid you in the upkeep of your seats. In the st place, if your theatre is fairly new, regular g bolts and shields can be secured for tighten- g up loose seats. Where the holes in the con- ete are too big to permit use of regular size g bolts, you can secure a special type lag lt with two shields: the smaller one on the ttom being equipped with four wings which en and grip the surrounding concrete as the lt is tightened. For unusual conditions, where e hole is entirely too big to hold the shield, olten lead can be used to fill the cavity. For ill larger holes there is a composition made of ick setting cement which when poured into the les holds the shield satisfactorily. A confer- ce with your maintenance man and a little perimentation will help you decide which of ese four methods can best answer your pur- se.

Before proceeding with any covering of seats backs, if you have spring construction in ther or both, a handy thing to have in your eatre is a seat press. It is easy to build one t of old lumber and a screw from an old ood clamp. This will not only give you a hter and better job in fastening on the atherette but will speed up the work con- derably. If you have a few "spares" to- ether with this seat press, a few minutes a day ill keep your upholstering work in good order nd will cut down your liability on torn clothes esulting from spring wire breaking through pholstery.

oint Up the Trimmings

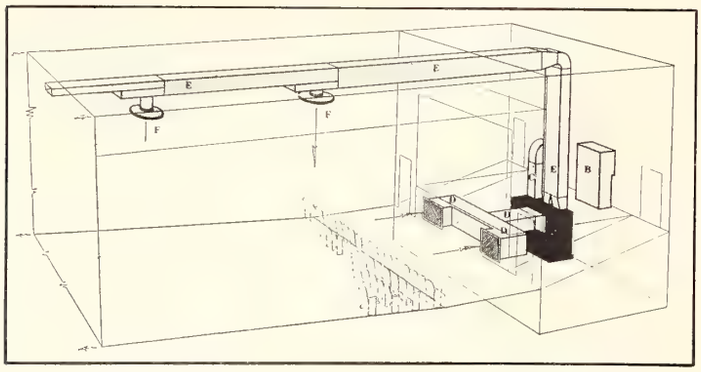
Many theatres have a great deal of marble rimmings, which often crack and loosen due o sudden changes in temperature. This marble s almost impossible to replace and certainly rohibitive in cost. If carefully removed, even hough badly broken, it can often be repaired nd put back so as to look practically new. For small jobs in marble work the best method s to place the piece to be repaired, polished side lown and clean the back thoroughly. After ll cracks have been matched up and any broken ieces put back, place short lengths of heavy gauge copper wire across the broken places bout three inches apart. Pour on melted lake shellac and let it run over the cracks and broken places. After this has begun to harden, it can be worked and adjusted with a heated putty knife. Then put the entire piece back in place with plaster of paris, first placing bent wire supports on which to rest the weight. After the plaster has "set," the exposed parts of the wire pins can be clipped off. Any excess plaster of paris should be scrubbed off with hot water and a wire brush, thus restoring the finish.

A quick drying plaster for touching up walls and ceilings can be obtained and easily handled with a brush and a putty knife. Of course every theatre should keep on hand a bag of powdered water paint in the shade to match the theatre decorations. This can be mixed up quickly for touch up jobs.

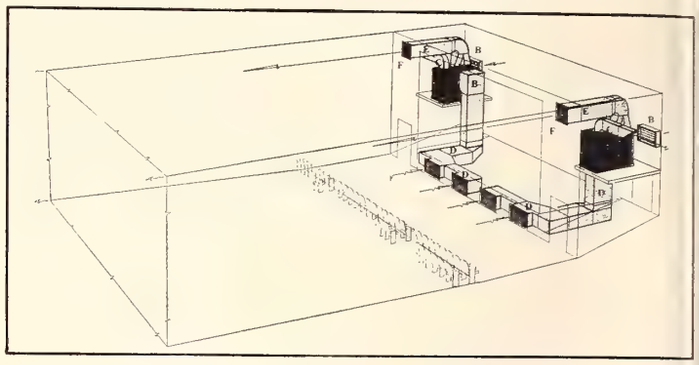
For quick repairs on torn carpets during performances, put a little glue under the loose corners. Then apply a weight for about a half-hour and the carpet will hold until a more substantial job can be done. A curved upholsterer's needle and heavy wax thread are also handy for temporary carpet repairs.



New Styles in "Packaged" Air Conditionin



Single-unit ceiling distribution system. A typical installation is illustrated here. Either one or two units may be used for the type of distribution. The installation provides for air intakes from outside (B); condenser discharge ducts to outside (C), recirculating ducts and grilles (D), conditioned air distributing ducts (E), ceiling distributing grilles (F).



Typical two-unit proscenium distribution installation—above. Also can be used for a single-unit system. A third method, is to distribute air through ducts the length of the auditorium on sidewalls, at ceiling height. Intakes, discharge ducts, recirculating ducts, etc., are indicated in the same manner as those described for plan at left.

There is nothing new or experimental about "packaged" air conditioning or cooling systems. However, several years of experimentation in the design, engineering and construction of units which require small space, are factory assembled and require a minimum of expense for duct work in smaller theatre auditoriums, have been fruitful of results which far surpass the original attempts to deliver these "packaged" comfort-producing and most necessary adjuncts to profitable theatre operation in warm weather.

One of the newest of the improved unit ventilating systems, including within the casing of a factory-assembled "package" the apparatus for cooling by refrigeration and dehumidifying and circulating air, is the recently-introduced model of Kooler-aire systems offered by United States Air Conditioning Corporation, long a specialist in theatre cooling and ventilating.

The new unit conditioners offer several long-desired advantages. Well in the forefront of these is the economy of space required for placing the unit. The space-saving factor eliminates the often very costly necessity of structural changes in portions of the theatre where the unit is to be housed. As an example of how the manufacturers have cut down on the space requirements, the figures for the 20-ton Kooler-aire unit might be cited. This unit requires less than four feet by nine feet of floor space. The outside dimensions of the 20-ton unit are: eight feet 9 inches long, three feet four inches deep, five feet eight inches high. In the average theatre such a unit can be located without removing partitions or otherwise changing the interior layout. Furthermore, if necssary, the unit can be divided into two sections for moving through restricted areas and reassembled at the place of installation.

As a further measure of flexibility in adapting the unit systems to available space in a theatre already built, two smaller units can be installed in different places (say at either side of the proscenium) and connected with the distribution system through ducts.

The unit conditioners do a three-fold job—cooling, dehumidifying and circulating the a The refrigeration-unit, a compressor operat by an electric motor, a condenser which co the refrigerant, and fans, or blowers, are hous in the same casing. In the Kooler-aire unit evaporative condenser is used, thus preventi waste of water.

Operation of the unit systems is exceeding simple. It is claimed by the manufacturers th the unit is practically automatic. Any theat man who can push a button can run them, the way the manufacturers put it. Occasion oiling and cleaning is about all the maintenan attention required.

Temperature and humidity fluctuations a met by a positive thermostatic control syst that automatically maintains constant comfo conditions; controls are so coordinated th should failure occur in the operation of any e ment, the system automatically shuts itself of failures of outside current or water supply c cause no damage to the equipment.

The "packaged" systems are delivered to t theatre completely assembled and tested, a ready to operate as soon as three simple co nections are made.

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Your own staff does it. The Super Junior Shampoo is a cut-priced ($42.00) auxiliary to the Super Specialized Theatre Cleaner, or any suction cleaner of comparable power if there be one. It shampoos your carpets right where they lie as easily as can be. Also shampoos your upholstered furniture. Write for complete data on this and many other valuable benefits enjoyed by owners of Super Theatre Cleaners. The National Super Service Company, 1951 No. 13th Street, Toledo, Ohio.





• The carpet is brush-scrubbed by hand (or machine) with soap and water. The Super Junior Pick-up with special floor tool licks up the wet lather and drops it in metal container. This outfit in daily use by professional carpet renovators.

300 Operators Hear Talk on Projection

More than 300 members of IATSE Local N 143, St. Louis, and other locals in the vicinit attended a lecture on projection by John Krulis of the service department of International Pr jector Corp., on Tuesday evening, April 29, that city. William Earle, manager of the S Louis branch of National Theatre Supply, ma arrangements for the meeting.

Among union officers present were: Har Barco, president; William Robinson, vice-pres dent; R. Tomsen, business agent, and J O'Laughlin, secretary. William F. Canava past president of the union, and P. A. McGuir advertising manager of I.P.C. spoke briefly.

Names Distributors

Motiograph, Inc., of Chicago, has announc the appointment of Stebbins Theatre Equipme Co., of Kansas City, as exclusive distributor that territory of Motiograph projectors ar Mirrophonic de luxe sound systems.

Announcement has also been made of the a pointment of Falls City Theatre Equipme Co., of Louisville, Ky., as exclusive distribut for that area.

Points For Efficient House Operation

hough it has often been said that a theatre ger must be a jack of all trades, the far- ing implications of this dictum frequently nderestimated. How often have you heard l of managers: "He's a crack exploitation ut he's a flop as a house manager," or vice

e manager must be able to excel in all tant phases of theatre operation if he is scharge all of the responsibilities of his efficiently and economically. Bringing ns into the theatre is of vital importance, t must not be forgotten that, unless the e looks clean, unless the projection and l equipment is kept in good working order nless the theatre looks inviting, all other s will be unavailing.

e As Well As Necessity

ople, these days, don't have to go to your re—in most cases there's another show- within reaching distance—if it is uninvit- not well-ventilated, clean from floor to g. Moreover, they can't enjoy a picture is not well projected. In the latter con- ation, it should be a matter of pride as well cessity to give the patron every ounce of rial value, every nuance of dramatic dia- recorded on the film. Theatremen, with justice, criticize pictures that Hollywood them, but they can criticize with much justification if they themselves are putting show that is as good from the standpoint ght and sound as the best equipment and tion can accomplish.

e would like to divide the important phases eatre operation, which are sometimes over- ed, into seven main groupings for the sake onvenience. We realize there are many , but success in solving the fundamental tions outlined below establish your ranking first-rate, capable manager.

-Maintenance of all mechanical equip- in the most efficient condition. Included his category are the sound and projection ment, air-conditioning and heating equip- , plumbing fixtures, curtain opening and ng devices, electrical wiring, electric fans sundry other equipment.

-Keeping the seats, carpets and various r appurtenances in repair.

-Keeping the theatre clean and main- ng painted surfaces in ship-shape condition, embering the annual Spring cleaning and r periodic cleanups during the year. This ides the theatre front, of course.

-Maintain safety standards so that need- accidents to patrons do not occur. In this gory things to watch out for are cracked ceiling plaster, torn carpets, loose seats, holes in sidewalks and concrete floors, inadequate lighting of dark spots in the theatre. Keeping fire hose, fire extinguishers and other emergency equipment in working condition for instant use.

5—Reducing expenses wherever necessary, thus insuring economical operation. This includes, among other things, conservation of electric light and power, which is an important item in the theatre's overhead.

6—The marquee and front of your theatre give people their first impression of your theatre. And, on the basis of this inspection, a patron determines whether or not the theatre is a suitable place of amusement for himself and his family, a most important consideration. To insure that this impression is favorable, be sure that marquee letters are painted, that there are no broken letters and that the marquee itself is painted at regular intervals so that it looks fresh and clean.

7—You can make appreciable savings in your bills for electricity if you instruct your projectionists and staff not to turn on switches for equipment and lights unless they are actually in use. This is especially true of generators, and rectifiers and cleaning lights, etc., all of which use a considerable amount of electricity.

CLEAN FURNACE NOW

With the approach of Summer and its consequent disuse of your heating system, this is the time to have it cleaned out and put in shape, so that it is ready for instant use in the Fall. The grates should be removed if possible, cleaned in any event, moving parts oiled and checked carefully for wear. All ashes should be removed and the bottom carefully cleaned. Boilers should be scraped so as to prevent rusting and care taken that no leaks occur. Oil burners, too, should be checked to see that all parts are in good order.



. . . and look at the difference in Technicolor pictures when shown with Strong Utility Intermediate High Projection Arcs. Theatregoers today are crossing the street to patronize theatres giving them this deluxe projection. Look up your Independent Theatre Supply Dealer today or write the Strong Electric Corp., 2501 Lagrange St., Toledo, Ohio.



The Bulletin Board

New Theatre Construction

Camp Croft, S. C.—One of three theatres being constructed at this army camp is expected to be ready for operation soon. Two additional houses are to be erected at Fort Jackson, S. C., and Fort George G. Meade, Md.

Camp Edwards, Mass.—Three theatres to be constructed will have a capacity of 1,038 persons each.

Indiantown Gap, Pa.—A third theatre to seat 1,000 is included among the projected improvements at this army camp to be started shortly.

Camp Grant, Ill.—The War Department has announced plans for a motion picture theatre at this army post.

Cohoes, N. Y.—The Fabian Theatres Corp. is constructing a theatre at Remsen and White Streets.

Lehighton, Pa.—A. E. Bayer has announced that the old Opera House will be demolished and a new motion picture theatre would replace it.

Lyons, Ga.—M. F. Brice, president of the Pal Amusement Co., has announced plans to erect a theatre on property purchased recently.

Colonial Heights, Va.—A. O. Budina, Richmond architect, is preparing plans for a theatre for a client.

Newport News, Va.—The Indian River Amusement Company is erecting a 800-seat house at 34th Street and Washington Avenue.

Greensboro, N. C.—Greensboro Drive-In Theatre, Inc. will construct a $25,000 drive-in theatre on High Point Road at Pomona Road, with a capacity of 325 cars.

Fayetteville, N. C.—E. G. Stillwell, Hendersonville architect, prepared the plans for the theatre being erected on Hay Street by North Carolina Theatres.

Charlotte, N. C.—The Little Theatre, Mrs. G. S. Coyle, president, will construct a theatre, costing $15,000, on Queens Road near Colonial Avenue.

Mission, Tex.—Pedro Leal has been awarded a contract to construct a theatre on Conway Blvd., for J. W. Austin. Lizars Izaguirre, Rio Grande, Tex., is the lessee.

Houston, Tex.—The University Theatre will undergo major alterations, adding 400 seats to the auditorium and extending the rear of the orchestra 50 feet.

Corsicana, Tex.—Corsicana Amusement Company has awarded the contract for the construction of a theatre at 202 N. Beaton St., to the G. P. O'Rourke Const. Co.

Dallas, Tex.—Interstate Circuit is erecting the 754-seat Park Theatre at Lovers Lane and Douglas Street, from plans drawn by Pettigrew and Morley.

North Hollywood, Cal.—Samuel K. Decker and Bernard J. Leavitt have announced plans for the construction of a $100,000 theatre building at Magnolia and Laurel Canyon Blvds.

East Des Moines, Ia.—Plans are in progress for the construction of a theatre estimated to cost $25,000.

Houston, Tex.—Albert Farb has started construction of a theatre seating 1,000. Estimated cost of the building is $45,000; equipment, $25,000.

Bridgewater, Mass.—Manager James Roach has announced plans for the complete rebuilding of the Capitol Theatre, p tically doubling the present seating capa to 750. The rear of the building will be tended 60 feet and the front will be c pletely renovated. Air-conditioning wil installed, also.

Norfolk, Va.—I. H. Haywood will b at an estimated cost of $35,000, the W haven Theatre.

Glen Park, Ind.—Ground has been br for a new theatre being constructed by firm of V. U. Young and C. J. Wolf. theatre to cost approximately $60,000, be known as "The Ridge."

Crown Point, Ind.—Young & Wolf announced plans to erect a $25,000 theatr Court Street, to be known as the "Rex."

Charleston, S. C.—Pastime Amuse Company, Albert Sottile, president, is e ing a theatre at 446-448 King St.

Georgetown, S. C.—P. W. Munnek this town, has been awarded a contra build a new theatre by Abrams Brot who operate the Palace theatre here.

Jacksonville, Fla.—St. John's Amuse Company has let a contract for constru of a theatre on Forsythe Street. Robe Collins drew the plans.

Miami, Fla.—The Miami Drive-In The N. W. Seventh Ave. and 81st St., whic Loew will manage, will be erected a estimated cost of $40,000.

Miami Beach—Milton Steinhardt pla erect a theatre at Washington Avenue 6th Street.

Pensacola, Fla.—Johnny Jones, mar of the Isis Theatre, plans to construc open-air theatre near Mobile Highway.

Daytona Beach, Fla.—George W. S has a contract to erect a $90,000 theatr W. R. Lovett.

Montgomery, Ala.—Wilby Theatres, has plans by Architect William J. Okel theatre seating 900.

Ocala, Fla.—E. J. Sparks' Circuit pla erect a theatre on Magnolia Street near King Avenue, with a capacity of 1,000

Greenwood, Miss.—Saenger Thea Corp. plan to construct a theatre, wi seating capacity of 1,100.

Gouverneur, N. Y.—James Papayan has announced that the Leahy block w be remodeled for use as a motion pi theatre, with a seating capacity of 400 t

Kingsport, Tenn.—Charles Burns, ma

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the Rialto, has announced that 30 feet will be added to the floor space permitting installation of some 225 new seats. The rebuilt house will seat 600 when completed.

Strasburg, Va.—Work of converting the Cable Building into a motion picture theatre has been started.

Wilkes Barre, Pa.—The Comerford Circuit is building a new theatre to seat between 600 and 700 and to cost about $40,000.

Salem, Va.—Construction has started on the theatre being erected by Harold Depkin at Chestnut and West Main Streets.

East Monterey, Cal.—Ground has been broken for the theatre to be erected by the Monterey Theatres Company, at an estimated cost of $90,000.

Shreveport, La.—Saenger-Ehrlich Theatre Enterprises plan to erect a drive-in theatre on Greenwood Road.

Baton Rouge, La.—Columbia Theatres, Inc. is erecting a theatre at an estimated cost of $69,949.

Milledgeville, Ga.—R. E. Martin is building a brick and tile theatre building.

Fitzgerald, Ga.—R. E. Martin of Columbus, Ga. plans to erect a theatre in this town.

Atlanta, Ga.—Lam Amusement Company plans construction of a theatre on Bankhead Avenue near West Lake Avenue.

Macon, Ga.—D. W. McCowen has been awarded a contract for a theatre near Camp Wheeler to cost approximately $30,000, from plans drawn by Ellamae Ellis League.

Seneca, S. C.—Charles William Fant, architect, has prepared plans for a theatre to be erected by Community Theatres.

Columbia, S. C.—K. & G. Holding Co. is building a theatre from plans drawn by Lafaye & Fair, architects.

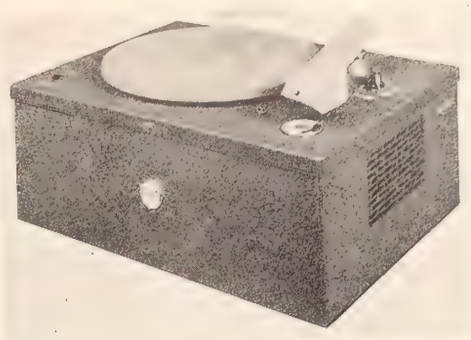
Spartanburg, S. C.—Erle G. Stillwell is architect for a theatre to be erected by Carolina Amusement Co.

Charleston, S. C.—Morris Legenore, of Summerville, S. C., is constructing a theatre.

Ellicott City, Md.—I. H. Taylor is erecting a $30,000 theatre on Main Street.

Baltimore—Bernard F. Owens, local architect, has prepared plans for a theatre.

Berkley, Mich.—City Clerk Edward J. Johnston has disclosed that Jeff Williams, who was to have erected a theatre at Coolidge Highway and Twelve-Mile Road has been granted cancellation of his permit. Meanwhile, work is progressing on the theatre at Robina Avenue and Twelve-Mile Road, being erected for Igna Laica of Detroit, at an estimated cost of $25,000.



A new record player unit especially designed for theatres to provide music between shows and announcements via recordings, recently introduced by RCA, is pictured above. Feature is that the pickup provides compensation so that same characteristics obtained from average record match those from average film sound track.

New Braunfels, Tex.—Gus Hoenscheidt, manager of the Rialto Theatre, has announced plans for the construction of a new theatre to be operated by the L. C. Griffith Consolidated Amusements Company. The proposed theatre will be about 50 by 140 feet. The estimated cost is $35,000.

Boulder, Col.—Adrian G. Diez has announced that his property at 1326 Pearl Street will be converted into a modern motion picture house which will be leased to Fox Intermountain Theatres when completed. Diez plans a 475-seat theatre of modern fireproof construction.

Wichita Falls, Tex.—Corrigan & Moore, Dallas architects, are preparing plans for a $100,000 theatre to be erected at 702 Indiana Street, by Jack McCollum and Bob Montgomery, operators of the Texan, Ritz and Roxy Theatres, here, and a theatre in Electra.

Philadelphia—A 1,500-seat theatre will be erected on City Line between 52nd and 53rd Street by Frank Blum. Blum, an exhibitor, purchased the property from the Fidelity Mortgage Guarantee Company for $50,000 cash, plus a mortgage of $30,000.

Brunswick, Md.—Preliminary plans for a theatre have been drawn by Bernard Evander, Baltimore architect. The proposed theatre will be a one-story brick structure, 43 by 143 feet.

Greenwood, Miss. — Paramount - Richards Theatres, Inc. is constructing an 1,100-seat theatre which will be equipped with air-conditioning.

Belle, W. Va.—Sam Farha is erecting a $35,000, 400-seat theatre which will be 50 by 110 feet.

Memphis, Tenn. — Clarence Camp and Kemmons Wilson of Southern Distributing Company is erecting the De Soto Theatre, at 870 Arkansas Avenue.

Orinda Junction, Cal.—Ground has been broken for the $100,000 theatre being erected by D. L. Rheem. It is expected that the project will be completed during the summer.

Renovations, Openings

Wheaton, Ill.—George T. Valos' completely remodeled Wheaton Theatre was opened recently. In addition to extensive interior and exterior alterations, new seats, new projection and sound equipment and a new screen have been installed.

Canandaigua, N. Y.—The Lake Theatre in Main Street, built and operated by the Schine Circuit, was opened recently. The theatre has a seating capacity of 425. It is managed by William J. MacFarlane, who had been manager of the local Playhouse for the past 20 years.

Lusk, Wyo.—Renovation of the Wyoming Theatre has been completed, G. A. Turner, owner, has announced. Improvements include interior decorations, new lighting fixtures, remodeling of the foyer ceiling and re-decoration of the lobby.

Hudson, Col.—Improvements to the Star Theatre are expected to be completed soon. They include extension of the rear wall 35 feet, complete interior re-decoration and new lighting fixtures and projection equipment.

Le Roy, N. Y.—Ralph E. Blouvet, owner of the Le Roy Theatre, here, and the Strand Theatre, Brockport, N. Y., has announced that the Kallet Circuit has leased the two theatres. Improvements on the Le Roy Thetre are contemplated.

Dublin, Ga.—The Rose Theatre closed for some time has been re-opened by the Martin Theatres after a complete remodelling.

Beardstown, Ill.—Work of modernizing the Gem Theatre will include a new structural glass front, new ticket office at the building line, new floor, acoustical treatment for side walls of auditorium and rearrangement of seats.

Decatur, Ala.—Contracts have been awarded for a major remodeling job on the Princess Theatre to cost $25,000.

Stevens Point, Wisc.—Installation of a new floor and new seats in the Fox Theatre

(*Continued on Page* 38)

BEN SCHLANGER
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STR EQUIPMENT LITERATURE BUREAU

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to theatre equipment and the maintenance thereof. Theatremen are urged to use this service to keep well informed on new equipment, improved equipment and methods of maintaining the showhouse in an efficient and economical manner. There is absolutely no obligation involved in your request for the booklets described. Information on equipment not listed likewise may be requested and we will endeavor to obtain for all theatremen the desired material. In requesting literature, other information of this Bureau, please write name, name of theatre, and address plainly. Our only request is that the name of the theatre as well as street address appear on blanks or letters.

PROJECTION LENSES: There's many a theatre, sad to say, in which better projection would be the order of every show were the lens system all that it could be in view of vastly improved optical equipment now available. The theatreman can obtain some interesting first-hand information on the subject of lenses via a folder which is now offered readers of STR through the courtesy of Bausch & Lomb Optical Company. The folder includes information about the new coated lens, which had its first theatre application with the presentation of "Gone With the Wind" in Loew's theatres.

"PACKAGED" AIR CONDITIONING: Many strides have been made in development of the unit type of apparatus for theatre air conditioning and it will pay showmen to follow the progress in this line. There's a very informative, and very handsomely done, booklet on the new models of unit conditioners recently introduced by U. S. Air Conditioning Corporation. This interesting piece of trade literature is worth having for its immediate interest and also for preserving in the files on available theatre equipment.

WATER COOLERS: Engineers and designers have given much thought to the subject of water coolers for public buildings. The new equipment is becoming familiar to the public through its installation in many other types of building, and theatres cannot afford to allow fellow merchants to surpass them in affording patrons the latest in such necessary conveniences. We know of no better source of information as to what the newest in water coolers offers than a booklet recently issued by Westinghouse Electric & Mfg. Co. We will send you a copy of this booklet upon receipt of your request. It's worth having.

FOAM RUBBER CUSHIONS: The very newest, most improved from every standpoint of durability, comfort and cleanliness, is the foam rubber theatre seat cushioning. A degree of luxury seating that surpasses anything yet accomplished has been achieved by American Seating Company by a new construction of foam rubber over spring-arch cushioning. The new development is described in a folder that belongs in the file of well-run theatre organization. No theatre man is informed on the latest in seating equipment who is without knowledge of this new type of patron comfort, so we recommend you send in now for a copy of this folder.

VACUUM CLEANERS: We've never heard anybody complain that a theatre, any theatre, was too clean—which goes to show how much is demanded of the theatre in respect to its state of cleanliness. That fact alone stresses sufficiently the need for proper cleaning methods and proper cleaning equipment. The surest way to efficiency in proper cleaning is, first: supply the janitorial staff with the right equipment; second, set up a regular routine to be followed faithfully. So far as the equipment is concerned, a good vacuum cleaner is an absolute essential. In order to get a new perspective on the subject of how much work can be eliminated, how much equipment can be made to last longer as a result of proper and frequent cleaning, theatremen would do well to obtain a copy of a very practical paper on the vacuum cleaner manufactured by National Super Service Company. The National machine has been particularly adapted to theatre uses. It is described and illustrated in a folder we shall be glad to send to theatremen requesting this important piece of trade literature.

PROJECTION LAMPS: In its field, no organization has specialized with more outstanding results than the Strong Electric Company, manufacturer of projection lamps. The light source for projection is a vitally important factor in picture presentation and in showmanship itself; and no manager, much less no projectionist, should pass up the opportunity to gain all possible knowledge of projection lamps. There is no more practical and rapid way to inform yourself on that matter than by obtaining a booklet published by Strong. Send for yours now.

LIGHTING EQUIPMENT: Kliegl Bros., long-time specialists in theatre lighting, have published a fine bulletin describing and illustrating numerous types of lighting equipment for various applications, including architectural, theatrical, photographic as well as common forms of lighting fixtures and specialties. This is a valuable bulletin for the showman's files and we recommend you obtain a copy.

PLASTIC MOLDED SCREEN: A new development by Walker American Corp., is well worth investigation. We can help a limited number of those who would like to have a look-see at the new screen, as we have a small supply of samples—neatly bound in a folder—and will send them out on a first-come-first-serve basis to theatremen requesting them. The sample is a generous swatch (about 8 by 10 inches) and will permit theatremen and their projectionists to see the construction of the Plastic Molded surfacing which has been widely discussed in equipment circles.

RECTIFIERS (TUBE TYPE): Many claims are made for the economy of power conversion by means of the bulb or tube type rectifier. Forest Manufacturing Corp. has specialized in the development of this type of power converter and now offers units to serve intermediate high intensity, also. Suprex and Low Intensity arcs. A new booklet concerning this equipment will give you information about this type of rectifier, and you may have one for the asking.

CANDY VENDORS: Machines that turn out nickels (all perfectly legal, too) provide the means of using certain empty corners in lobbies, lounges and rest rooms for profits which many theatremen are counting to their delight and the welfare of their bank accounts. There's a folder on the new candy vendors which National Theatre Supply is selling which we know you will want for a preview of the Rowe Vendor before making a trip to your nearest National store to see the machines and find out how you can accommodate your patrons with desired confections while adding big profits to your business. A copy will be sent promptly upon request.

SEAMLOC CARPETS: Widely used to excellent effect in many of the most attractive theatres around the country. Still, there are even more theatremen who should become acquainted with the effects po sible with Seamloc for carpeting foyers, mezzanin and rear orchestra floors. We have a folder publishe by the L. C. Chase Co., which will give you man suggestions and perhaps help you generate some ide of your own that will fit into your situation mo happily. Send for one.

RUBBER FLOORING: There are many uses in th theatre for rubber materials in connection with th desire for longer wear, greater foot comfort and safet Information about rubber stair nosings, sponge rubb carpet lining the rugged floor covering made of rubb —which latter may be inlaid with designs to give th necessary color for outer and inner lobby floor install tions,—contained in trade literature prepared by Law rich Sales, specialists in commercial rubber product Send for copies of this literature.

SAFETY LADDERS: There are ladders th have been designed especially for the purposes theatres, and smart theatremen buy this kind as a investment in safety. The Dayton Safety Ladd Company issued an interesting folder illustrating th safety ladder and we suggest you get one, and s for yourself how much better off your staff wou be were one of this type on hand to eliminate th frequently repeated risky job of changing marqu letters with an old style rickety ladder for the jo

SCREEN SLIDES: You can't beat the scree for getting attention, and every showman has valuable medium for building good will as well business through screen announcements. Scree slides with special announcements of local intere or facts about your theatre can go a long way helping you keep your patronage informed as well interested in you. Radio Mat Slide Co. has a fold with some nifty suggestions concerning the value screening announcements about local clubs, etc., an we know you will be glad to have this. We'll al send a sample slide with the folder.

PROJECTOR MECHANISMS: Even the no mechanical minded can get a very clear picture the projector mechanism from this profusely illu trated story and description of just what a mecha ism is and what makes it "tick." The book w published by International Projector Corp., and illu trates and describes the Simplex mechanism. If yo want to familiarize yourself with mechanisms, freshe up your grasp of them, or be ready to make th right decision when some question comes up regar ing repairs or replacements to your projectors, th booklet is just what the doctor ordered, for stud and future reference.

TICKET MACHINES: One of the things many showmen have told us they like about th department, is that it enables them to shop th entire market the easy-chair way. Well, have a loo around at what's new in ticket machines. For i stance, investigate the Timco Ticket Registers b sending for some folders telling about them—then g have a look at them when you're in the vicinity the National Theatre Supply Branch in your te ritory.

UNIFORMS: Drill your staff all you like, pic the best looking boys or girls to do the usherin job in your theatre, and if they are not dresse in smartly designed and appropriate uniforms a your fine efforts are just so much waste of tim The uniform question is a live one at all times fo showmen, and every showman's file should contai the latest literature concerning uniforms. We ha just what you need in a booklet published by Russe Uniform Co., a foremost designer and manufacture It illustrates the types of uniforms for the differe types of theatre.

MARQUEE SIGNS: Smarten up business as we as the front by having a marquee that's capable blazing out a real selling message—that's the ord of the day among the theatres that are doing busines The market is rich in material for putting a ne face on the theatre and new punch into marquee sellin We have a book for you which tells all about th Wagner Sign Service's marquee signs, and it wi pay you to get it, look it over carefully and keep on file.

COOLING EQUIPMENT: National Theati Supply Company offers a booklet containing da and illustrations which give you a clearer picture how modern cooling is accomplished in the theatr Your present ventilating system may prove adequat to the job of having a comfortably cool auditoriu during the warm months by the addition of coolin equipment. We'll send one to you if you are interested

DECORATING: Some of the most remarkabl transformations have been accomplished with a com paratively small expenditure by means of smart de orating. So you will be surprised to learn, as yo will from a booklet from Novelty Scenic Studio how inexpensively you can brighten up the ol show house by means of judicious use of some ne drapes and perhaps a bit of paint. The idea shoul appeal. If it does, just send for a copy of thi booklet.

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

5/24/41

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

.....

..... **Name** .....
(PRINT NAME AND ADDRESS)

..... **Theatre** .....

..... **Address** .....

..... **City** .....

..... **State** .....

xample of Modern Type Theatre



he Pix Theatre, illustrated above, is the est of three theatres operated in Waukesha, ic., by the same company. It is one of several esentative modernly designed and well pped theatres which have sprung up through- the country within the past two years. Vaukesha is a town of about 17,000 population located some eighteen miles west of Milwaukee. The Pix immediately became the "flagship" of the company's three Waukesha theatres, and its superiority over the other, older houses was, shrewdly, the basis of much of the publicity which signalled the opening of the house just a year ago.

he Tickets You Sell Should Be As Carefully Handled As Cash

ickets, the tangible things you have to sell an important item of equipment and one ch should be as carefully guarded as cash. ile it may seem elementary to detail the ous methods of purchasing and handling ets, it will nevertheless afford you a check your own system to record some of the ctices.

While it is possible to buy rolls of tickets hand selling or folded tickets for machine ing in any color or price from supply houses, s advisable to have them specially imprinted n the name of your theatre and to make out r color scheme. Buying them in lots of .000, they are just the same price as stock ets. If you have a two-price scale be sure t the tickets are of entirely different hue d don't hire color blind ushers). Brown and may be confused in a lobby lighted by er hues. White and red, or yellow and blue, easily distinguished but blue and green may confused.

ep Tickets Locked Up

Keep all unused tickets under lock and key. kets stolen or lost from the middle of a led pack may go unnoticed. Don't use conutive numbers if you don't want your house cked by outsiders who have no business ng so. If there is an exchange checker pres- it is still permissible to sell from different rolls or packs of tickets provided you give him both opening numbers and both closing numbers as well.

Doormen should tear each ticket in half and give the patron half. Even though the patrons litter the floors with their stubs, this is a necessary precaution to prevent palming of tickets. A common practice among dishonest doormen is to take a pair of tickets, tear one in half and give the patron both halves and retain the other for re-sale. To avoid this, never sell detached tickets. If a person asks for two tickets they should be attached. Then the slight-of-hand trick is more difficult.

Sell Only at Price Indicated

Never sell tickets for more or less than the price stated thereon. This may lead to disputes with patrons, which would be perfectly justified. Also never sell blank tickets without any price stated. Patrons will accuse you of having varying scales. All passes should be turned in to the box office and exchanged for complimentary tickets so that there is no danger of the doorman retaining such passes. The cashier must account for each complimentary ticket with a pass.

Unless, to avoid unauthorized checking, you are selling from two rolls at a time, do not have more than one set of tickets in a box office at one time. Also remember in calculating returns that you do not use the last number of a roll or pack but the next one. Thus if your pack of 2,000 tickets starts with 106,001 and runs to 108,000, in putting this on the cashier's tally sheet or box office statement the last number must be indicated as 108,001, or you will only get the revenue from 1,999 tickets.

Order your tickets far enough in advance so that you will never run short. Allow at least a week, or preferably 10 days for deliveries. To avoid confusion over colors and text, when reordering, send a sample of exactly what you want. Specify numbers, too.

Guard your tickets like cash. Never refund on a ticket sold a previous day. Issue a pass instead. Many stores refuse refunds. You can do the same. Examine the contents of the ticket box occasionally to see that no tickets sold previous to the current day are being used for admission.



FRESH AIR APPEAL

WHEN you think of buying Comfort Cooling equipment—and practical exhibitors are constantly on the alert for practical ways and means of stepping-up Fresh Air Appeal—compare—then judge by the recognized standard of quality—National Theatre Supply Comfort Cooling equipment! It's "tops" in quality, yet sold at the lowest possible cost. Get the facts today!

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Protective Equipment Buying Seen As Factor in Current Orders

Indicative of the concern with which exhibitors everywhere view the prospect of a possible shortage in the manufacture of theatre equipment and supplies due to the all-out defense effort, is the report of the National Theatre Supply Company which shows unusual activity in the installation of new projection and other equipment in the areas served by their branches in Albany, Atlanta, Charlotte, Cincinnati, Denver, Memphis and Pittsburgh.

NTS reports sales and installations from its various branches as follows:

ALBANY: Union Hall Theatre, Gouverneur, N. Y. —Super Simplex projectors, Simplex 4-Star sound, Simplex High lamps, rectifiers, plastic molded screen, National cooling equipment and new lenses; Schine's Norwalk, Norwalk, O.—Super Simplex projectors, plastic molded screen; Capitol, Whitehall, N. Y.—generator, plastic molded screen, Simplex High lamps and rectifiers, National cooling equipment and lenses; Grand, Watervliet, N. Y.—carpeting and National cooling equipment.

ATLANTA: Ashford, Ashford, Alabama—plastic molded screen, chairs and National Imperial carpeting; Playhouse, Whitwell, Tenn.—popcorn machine; Colony, Ft. Lauderdale, Fla.—generator; Dixie, Sylvania, Ga.—plastic molded screen; Lee, Cuthbert, Ga. —popcorn machine; Dixie, Jackson, Ga.—Super Simplex projectors; Lakewood, Atlanta—chairs; Tuskegee Institute, Tuskegee, Ga.—Super Simplex projectors; YMCA, Trion, Ga.—Super Simplex projectors, Simplex 4-Star sound, generator, plastic molded screen and projector lamps.

Also, Colonial, Lawrenceville, Ga.—plastic molded screen, chairs, National cooling equipment; Roxy, Commerce, Ga.—ticket register; New Martin, Childersburg, Ala.—Super Simplex projectors, generator, plastic molded screen, projector lamps, Simplex 4-Star sound, chairs, National cooling equipment, lenses and popcorn machine; Clair, Albany, Ga.—National cooling equipment; Warner, Ft. Lauderdale, Fla.—Super Simplex projectors, generator, plastic molded screen, projector lamps, lenses, etc.; Brentwood, Jacksonville, Fla.—generator and ticket machine.

Fairfax, Jacksonville—generator, ticket register, plastic molded screen; Casino, Ybor City, Fla.—lenses; Princess, Shelbyville, Tenn.—plastic molded screen; Darien, Darien, Ga.—theatre chairs; Palace, Guntersville, Ala.—plastic molded screen, draperies, curtain control and track and lenses; Madison, Madison, Ga.—plastic molded screen; Imperial, Augusta, Ga.—generator; Roxy, Savannah, Ga.—Super Simplex projectors, ticket register, plastic molded screen, National Imperial carpeting and lenses; Bean, Boston, Ga.—candy merchandiser; Burchay's, Chattanooga, Tenn. —National carpeting.

DENVER: Strand, Rawlins, Wyo.—Strong rectifiers; Liberty Bell, Leadville, Col.—Super Simplex projectors; Tabor, Denver—Super Simplex projectors, projector lamps and rubber carpeting; Victory, Denver —carpeting; Arcade, Newell, S. D.—candy machine; Pueblo, Ruidoso, N. M.—Super Simplex projectors, plastic molded screen, Strong arc lamps and theatre chairs.

CHARLOTTE: Century, Lincolnton, N. C.—Super Simplex projectors, Simplex 4-Star sound, generator, plastic molded screen, Simplex High lamps, National carpeting, lenses; Oasis, Wilson, N. C.—Super Simplex projectors; Masonic, New Bern, N. C.—generator, Simplex High lamps; State, Newton, N. C.—generator, Simplex High lamps; Richardson, Seneca, S. C.—plastic molded screen, Simplex High lamps, Simplex rectifiers; Dixie, No. Charleston, S. C.—Simplex 4-Star sound, plastic molded screen, Simplex High lamps and Simplex rectifiers; Pelzer, Pelzer, S. C.—Simplex 4-Star sound; Webb, Shelby, N. C.—Simplex 4-Star sound; St. Paul's, St. Paul, N. C.—Super Simplex projectors, Simplex 4-Star sound, plastic molded screen, Simplex High lamps and Simplex rectifiers.

CINCINNATI: Garden, Columbus, O.—carpeting; Grand, Lebanon, O.—Simplex High lamps and Simplex rectifiers; Wamuck, Grayson, Ky.—popcorn machine; Alhambra, Dayton, O.—carpeting; Dixie, Williamsburg, Ky.—National carpeting; West Hills, Cincinnati, O.—Super Simplex projectors, Simplex 4-Star sound, generator, plastic molded screen, Peerless Magnarc lamp, theatre chairs, carpeting and lenses.

MEMPHIS: Ace, Memphis — National cooling equipment; Drive-In Movies, Memphis—Super Simplex projectors, Simplex 4-Star sound, generator and projector lamps; Fran, Greenwood, Miss.—National cooling equipment; Lux, Luxora, Ark.—National cooling equipment; Palace, Kennett, Mo.—Super Simplex projectors, generators, Simplex High lamps, carpeting, marquee, National cooling equipment and lenses; Dillard, Wardell, Mo.—National cooling equipment; Capitol, Paragould, Ark., and Landers, Batesville, Ark., ditto; Joiner, Joiner, Ark.—theatre chairs and Ford, Rector, Ark.—Simplex 4-Star sound.

PITTSBURGH: Lund, Rices Landing, Pa.—candy machine; Sewickley, Sewickley, Pa.—Super Simplex projectors; State, Weirton, W. Va.—National cooling equipment; State, New Castle, Pa.—generator and projector lamps and Opera House, Buckannon, W. Va.—Super Simplex projectors, Simplex Low lamps, National rectifiers and lenses.

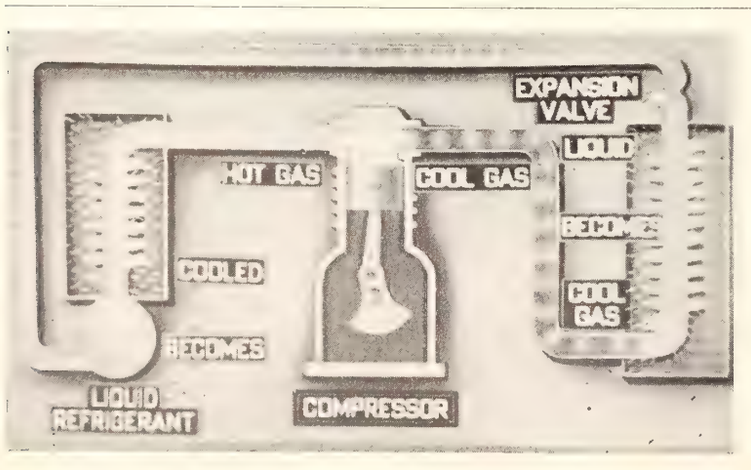
Deliveries on Cooling Units Being Maintained

Foresight in arranging inventories and manufacturing facilities, S.O.S. Cinema Supply Corp., declares, has enabled the company to follow a prompt delivery schedule on orders for the unit cooling equipment being marketed under the trade name of S.O.S. Coola-Weather.

The unit cooler is made in sizes from 3500 C.F.M. up to 22,000 C.F.M., and is adaptable to theatres with capacities ranging from 200 to 1,100 seats, the company declares. The unit, also, is adaptable for use with ventilating systems now installed, to add washed-air cooling.

Evaporative cooling, using a rotary atomizer, curved filter mat of fiber chemically treated to eliminate odors and dust, is the method used in the S.O.S. unit, which is self-contained.

The company also is marketing a blower which is called the Zephyr Cool-Aire Blower, and which may later be used in conjunction with a washed-air cooling system by addition of the necessary Coola-Weather equipment.



Illustrating the Cycle of Refrigeration

Here's what happens inside the compressor of your air conditioning system. The illustration is from the 16 mm. film, "Weather by Carrier," produced for Carrier Corporation to explain air conditioning at schools, colleges, etc.

Renovations and Openings

(*Continued from Page 35*)

will be started shortly, according to Manag Myron A. Neumann.

Fort Knox, Ky.—A new $60,000 thea seating 1,038, now under construction, w be opened within a few weeks, Brig. G J. W. Heard has announced.

Charleston, W. Va.—Remodeling of t Kleeman-Frankenberger Building, at 184-1 Summers Street, to house a motion pictu theatre will start about June 1, Albert Aar lessee, has announced.

Dothan, Ala.—The Dothan Theatre, inc porating all of the newest features in mode theatre construction, including fluoresce lighting, glass brick, air fresheners, newe type seats and projection equipment, w opened officially late last month, by its owners, Lawrence P. Coe and J. J. Jones.

Coleman, Tex.—Raymond F. Smith, loc architect, has prepared plans for the remo eling of the Dixie Theatre, operated Howell Theatres.

Greenville, S. C.—Remodeling and enlar ing of the Liberty Theatre by the Bij Amusement Company of Nashville, Ten has been announced. Beacham and Le Gra are the architects.

Graham, N. C.—The Alco Theatre is bei remodeled at a estimated cost of $12,0 Included in the improvements are: new he ing equipment, new plumbing and new el trical wiring.

Greenville, Tex.—Sullivan & Moore ha let a contract totaling $13,600 to Rutherfo & Son for remodeling a theatre, plans f which were prepared by W. R. Ragsdale.

Fire Losses

Ottumwa, Ia.—Patrons of two theatr fled to safety last month when fire broke o in the Ottumwa Theatre, inflicting damag estimated at $100,000. Damage to the Capit Theatre, adjoining, was caused by smoke a water. The Ottumwa Theatre had recent been modernized at a cost of $20,000.

Presidio, Tex.—The Rio Theatre w gutted by fire last month.

Jackson, Miss.—Illuminating gas escapi from a broken pipe is blamed for an explosi which resulted in a fire at the Century Th atre, late last month, in which a theatre e ployee was injured. Damage was nominal.

Lindenhurst, L. I.—Fire which broke o in the booth of the Wellwood Theatre i jured an operator about hands and face b fore it was extinguished. Several hundr patrons in the theatre at the outbreak of t blaze were led out of the building witho mishap.

Ovid, Col.—Harry Homer and Arth Bratton, owner of the equipment and o erator, respectively, of the Ovid Theatr destroyed by fire, recently, have been held connection with the blaze, according Sheriff Glenn Goddard.

Short Subject Reviews STR

anger Than Fiction No. 91 *(Fair)*

liv. (5381) 9 mins.

omewhat dull is this issue of the series. ile it contains several interesting clips, the is lacking in movement and lags. Shown a woman who embroiders enlargements of ures and prints, a sailor who turned hermit, making of stained-glass windows, curb ser- for bank depositors, a newspaper, power which is furnished by a home-made water eel, and a cow which has learned to work water pump near her stall.

ng and the Belle *(Fair)*

l. (2433) All Star No. 13 17 mins.

Andy Clyde is a prize fight manager who rds broken down pugs, particularly one with glass jaw. Undaunted, Andy takes him to rainer, but is mistaken for the fighter himself l put through a workout to take 30 lbs. off. hen fight time comes, Andy has a hard time il his trainer puts dynamite in his gloves. typical slapstick comedy of an ancient vin- e. Some audiences may snicker to give it its , and there will be some who will laugh, too. Lord directed and produced, together with ugh McCollum.

pital Sidelights *(Poor)*

1. (2978) Cinescope No. 8 10 mins.

This shows scenes of Washington presented h a quiz angle. But the latter is poorly con- ted in a time-wasting manner, for any intelli- nt audience will sit squirming in their seats iting for the scene to change while all the surd answers are slowly removed and the ht one remains on the screen. Edmund L. rfman produced and directed.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning May 24)

ASTOR — Out of Darkness (MGM) rev. 5-10-41.

CAPITOL—Information Please No. 9 (RKO-Pathe) rev. 5-10-41; Third Dimensional Murder (MGM) rev. 3-1-41.

GLOBE—The Watchman Takes a Wife (Col.) rev. 1-25-41; From Singapore to Hongkong (Col.) rev. 3-15-41.

PALACE — Publicity Sports (RKO-Pathe) rev. 4-5-41.

PARAMOUNT — Sun Fun (Para.) rev. 4-5-41; Olive's Sweepstake Ticket (Para.).

RADIO CITY MUSIC HALL—The Fire Chief (RKO-Disney) rev. 12-14-40.

RIALTO—So Long, Mr. Chumps (Col.) rev. 3-22-41.

ROXY—Arctic Springtime (20th-Fox).

STRAND—Hunting the Hard Way (Vita.) rev. this issue; Toy Trouble (Vita.) rev. 5-3-41; Cliff Edwards and his Buckaroos (Vita.) rev. 3-8-41.

Hal Kemp & Orchestra *(Just a Band)*

Vita. (6509) Melody Master No. 9 10 mins.

The jitterbugs should go for this subject, which is devoted to the antics of a swing band playing five popular songs. It has been well directed by Jean Negulesco with plenty of interesting effects, but despite this, it's still just a band.

Porky's Ant *(Good)*

Vita. (6611) Looney Tune No. 11 7 mins.

Porky's efforts to entrap a rare species of ant provide most of the laughs in this cartoon which is a good addition to the Porky series. Leon Schlesinger's best efforts, however, are reserved for the Merrie Melodies.

Man the Enigma *(Informative)*

Producers 22 mins.

Produced by Stacy and Horace Woodard, former winners of Academy Awards, this subject draws an analogy between the instinctive mode by which animals live and the social order of man, subject to change in accordance with changed conditions. It draws a moral in presenting the thesis that democracy and the democratic way of life provide ample latitude for changed social, economic and political conditions whereas the dictatorships do not. From a photographic and technical standpoint the film is adroitly made.

Alive in the Deep *(Exciting)*

Producers 25 mins.

In spite of its length this subject is dramatic. Part of it was filmed in the Marine Studios, Florida. Whether the death struggles between the various denizens of the deep are bona fide or not, it's thrilling to watch how the inexorable law of the animal world operates under the sea, where the law is: Fight or Die! Stacy and Horace Woodard who made "The Adventures of Chico," produced.

Sockeroo *(Funny)*

Vita. (6207) Broadway Brevity No. 7 20 mins.

Maxie Rosenbloom goes to college to gain some knowledge and before you know it, he thinks he is a poet. When he boxes the champ, the latter takes him to camp, as Maxie supposes, under influence of hypnosis, that he is the poet, but still doesn't know it. This is a good type of short for devotees of sport. It's good for its class and has plenty of laughs. B. Reeves Eason directed.

Farm Frolics *(Excellent)*

Vita. (6718) Merrie Melody No. 18 7 mins.

This is one of the best of Leon Schlesinger's many excellent cartoons. There are plenty of gags, as for example the horse who shows how to trot, gallop and then, when asked to canter, does a Cantor. The grasshopper, whose spitting is censored by the Hays office, and similar bits of humor abound throughout this seven-minute subject which has more laughs than many a feature length comedy.

Hunting the Hard Way *(Excellent)*

Vita. (6208) Broadway Brevity No. 8 20 mins.

Howard Hill, who produced this subject, demonstrates his amazing skill at archery. But Howard doesn't dominate the picture. A couple of expert rope handlers show how they tumble a full grown grizzly bear and finally a mountain lion, too. But the latter gets away and Howard wings it with a shot from his bow.

All the World's a Stooge *(Typical)*

Col. (2407) Stooge Comedy No. 7 16 mins.

This is practically two stories in one, with the Stooges first attempting to extract an aching tooth from a man who mistakes them for dentists and then posing as orphan refugees in a wealthy home. Both sequences are silly slapstick of the type expected from these comedians. However, for those audiences who enjoy this sort of thing, this is probably up to par. Del Lord directed and produced in cooperation with Hugh McCollum.

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 24)

ARAMOUNT (No. 77)—All on Zamzam saved; enes of Egyptian ship leaving New York; Abbott & stello back Defense Bond drive; British parachutists training; Part Two of Indo-China film story, re- ted by Arthur Menken; Whirlaway wins Belmont rk race; Aquaplane beauties at Cypress Gardens, a.; Teddy bear at Milwaukee.

OVIETONE (Vol. 23, No. 74)—Dewey speaks at adison Square Garden; Oil fire in Illinois; Catching ring in Maine; Rainbow Bridge at Niagara Falls ished; South American admirals review U. S. Ma- es at San Diego, visit 20th-Fox studios; Abbott & stello back Defense Bond drive; Whirlaway wins lmont Park race; Aquaplane beauties at Cypress rdens, Fla.; Teddy bear at Milwaukee.

ATHE (Vol. 12, No. 77)—Dewey speaks at Madison uare Garden; British parachutists in training; First S. clipper reaches Singapore; LaGuardia named vilian Defense head; Abbott & Costello back Defense nd drive; Women air raid wardens in tests at Bos- n; Marjorie Woodworth visits Harvard; Town cele- ates Mark Twain's jumping frog story; Whirlaway ns Belmont Park race.

NIVERSAL (Vol. 13, No. 982)—Soldiers' welfare an launched; West Pointers fire new guns; South merican admirals review U. S. Marines at San Diego; 'omen's motor defense corps in New York; LaGuardia med Civilian Defense head; Abbott & Costello back efense Bond drive; Brazilian pilots in training at io de Janeiro; British parachute troops in training; ub bear in Milwaukee; Five-year-old golfer; Kiddies' shing contest in New Jersey; Whirlaway wins at Bel- ont Park.

EWS OF THE DAY (Vol. 12, No. 272)—Syria rned into battlefield; British parachutists in training; amzam survivors' kin hail news of safety; Dewey eaks at Madison Square Garden; West Pointers study test artillery; U. S. Marines march for South Ameri- n admirals (Los Angeles and Seattle only); Abbott Costello back Defense Bond drive; South American dmirals visit MGM studios; Five-year-old golfer; lotorcycle hill climb on Pacific coast.

(Released Wednesday, May 21)

PARAMOUNT (No. 76)—Battleship Washington commissioned; First camp for objectors opened at Avalon, Md.; I Am An American day ceremonies; Variety Clubs of America convention at Atlantic City; Scenes of farmer who found Hess in Scotland, also bullet-ridden plane; Indo-China, arsenal for the Axis.

MOVIETONE (Vol. 23, No. 73)—House of Commons bombed; I Am An American day celebrated throughout nation; Philadelphia lumber yard fire; U. S. seizes French ships; Battleship Washington commissioned; Variety Clubs of America convention at Atlantic City; Memphis cotton carnival (Memphis only); Connie Mack Day in Philadelphia; California girls sprayed for sun tan (except Chicago, Des Moines, Minneapolis, Milwaukee, Detroit, Indianapolis, Cleveland and Cincinnati); Big Ten Track Meet at Minneapolis (see above); Women's bowling in Los Angeles.

NEWS OF THE DAY (Vol. 12, No. 271)—I Am An American day celebrated throughout the nation; London air raids shatter sacred shrines; Battleship Washington commissioned; U. S. guards French ships; World's biggest bomber ready (Los Angeles only); Philadelphia lumber yard fire; Variety Clubs of America convention at Atlantic City; Marines train with boxing gloves at San Diego, Calif.; Indiana captures Big Ten track meet (Indianapolis and Minneapolis).

PATHE (Vol. 12, No. 76)—U. S. celebrates I Am An American day; Hess' captors—his wrecked plane; Battleship Washington commissioned; Ready-built homes for defense labor; U. S. records burn in fire at San Pedro, Calif.; Variety Clubs of America convention at Atlantic City; Sun tan service station at Del Monte, Calif.; Harvard wins Adams Cup; Women's bowling meet at Los Angeles; King Cotton carnival at Memphis.

UNIVERSAL (Vol. 13, No. 981)—I Am An American day in New York; Battleship Washington commissioned; U. S. guards French ships; Nazi bombs rip Parliament; Huge transport plane tested; Philadelphia lumber yard fire; Cotton carnival at Memphis; Variety Clubs of America convention at Atlantic City; Sun tan service station at Del Monte, Calif.; Big Ten track meet at Minneapolis; Women's bowling meet at Los Angeles; Connie Mack honored in Philadelphia.

Advance Dope

RAWHIDE RANGERS (Univ.) **Western.** Rel. July 18. **Principals:** Johnny Mack Brown, Fuzzy Knight, Nell O'Day, Kathryn Adams. **Plot:** Johnny Mack Brown is detailed by his superior officer to run down the bold bandit gang which has preyed on the townspeople for months. He does this by proving himself a bold outlaw so that he can join their forces. **Director,** Ray Taylor.

MR. JORDAN COMES TO TOWN (Col.) **Fantasy.** Rel. not set. **Principals:** Robert Montgomery, Claude Rains, Rita Johnson, John Emery. **Plot:** Robert Montgomery, leading contender for the light-heavyweight championship of the world, gets a glimpse of "Heaven" while crashing to earth in a plane. In Heaven, chief dispatcher Claude Rains gives him a chance to finish out his life by putting his soul into another personality. **Director,** Alexander Hall.

BULLETS FOR O'HARA (WB) **Drama.** Rel. not set. **Principals:** Joan Perry, Roger Pryor, Anthony Quinn, Maris Wrixon, Richard Ainley, Dick Purcell. **Plot:** A society girl has a whirlwind romance and marriage with a man who turns out to be a noted, long-sought jewel thief. The girl is forced to flee with him until an ace detective gets her out of her predicament. **Director,** William K. Howard.

CRIMINALS WITHIN (Prod.) **Mystery.** Rel. June 13. **Principals:** Eric Linden, Ann Doran. **Plot:** An army chemist is murdered and his brother, an army private, is accused of the crime. In trying to prove his innocence, an ex-newspaperman uncovers the work of a spy ring, finds the real murderer and has the entire ring captured. **Director,** Joseph Lewis.

THE SON OF DAVY CROCKETT (Col.) **Western.** Rel. not set. **Principals:** Bill Elliott, Walter "Dub" Taylor, Iris Meredith. **Plot:** Bill Elliott is assigned, by the U. S. Government, to get the Yucca Strip away from a terrorist desperado. This parcel of land had not been included in the U. S. Territory through a surveyor's error. **Director,** Lambert Hillyer.

BELLE STARR (20th-Fox 1941-42) **Drama.** Rel. not set. **Principals:** Randolph Scott, Gene Tierney, Shepperd Strudwick, Chill Wills. **Plot:** The tragic aftermath of the South after the Civil War causes one young, patriotic Southern girl to join up with a renegade band. She marries the leader and the depredations of the band becomes the scourge of the countryside, until they are all killed by the Federal troops. **Director,** Irving Cummings.

DIVE BOMBER (Technicolor) (WB) **Drama.** Rel. not set. **Principals:** Errol Flynn, Fred MacMurray, Ralph Bellamy, Regis Toomey, Allen Jenkins. **Plot:** The aerial bombardiers known as the Three Top Hats are, after some years of spectacular companionship, separated by death. This starts the doctors off into a new field of research for the protection of fliers. They work out new techniques and many other things that can test a pilot's fitness to fly—thus saving many lives. **Director,** Michael Curtiz.

BLONDIE IN SOCIETY (Col.) **Comedy.** Rel. not set. **Principals:** Penny Singleton, Arthur Lake, Larry Simms. **Plot:** Dagwood brings home a great dane. This is the beginning of trouble for Blondie, Daisy and all the housewives in the neighborhood. Blondie disposes of him by entering him in a dog show and selling him to the highest bidder. **Director,** Frank Strayer.

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Feature Booking Guide

TOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
Hell's Crossroads (D)A	Tom Keene-John Qualen (Former title "Our Daily Bread")		8/2/40	Reissued
Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

LUMBIA — Current 1939-40

Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	8/27/40	b11/9/40
He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
I Married Adventure (T)F	Travelogue Feature	78	7/24/40	b8/3/40
Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
Big Boss (D)A	Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
Her First Beau (CD)F	Jane Withers-Jackie Cooper	76	5/8/41	b5/10/41
Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76	3/6/41	b4/12/41
Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
Naval Academy (D)F	Jimmy Lyden-Fred. Bartholomew	67	5/22/41	b5/24/41
Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
North From the Lone Star(W)	Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
Penny Serenade (CD)F	Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
Return of Daniel Boone (W)	Bill Elliott-Betty Miles		5/7/41	a4/26/41
She Knew All the Answers (D)A	Franchot Tone-Joan Bennett	85	5/15/41	b5/24/41
So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
They Dare Not Love (D)A	Martha Scott-George Brent	76	4/30/41	b5/3/41
This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
Under Age (D)A	Nan Grey-Alan Baxter-Tom Neal	60	4/26/41	b4/26/41
Voice in the Night (D)	Clive Brook-Diana Wynyard	83	5/20/41	b4/19/41
West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming 1940-41

Adventure in Washington (D) (Former title "Senate Page Boys")	Herbert Marshall-Virginia Bruce		5/30/41	a3/15/41
Blondie in Society (C)	Penny Singleton-Arthur Lake			a5/24/41
Devil to Pay (My)	Ralph Bellamy-Margaret Lindsay			In Prod.
Girls From Panama	Jinx Falkenberg-Joan Woodbury			In Prod.
Hands Across the Rockies (W)	Bill Elliott-Dub Taylor		6/19/41	a4/26/41
I Was a Prisoner on Devil's Island (D)	Sally Eilers-Donald Woods		6/30/41	a4/26/41
Ladies in Retirement	Ida Lupino-Louis Hayward			In Prod.
Medico of Painted Spring (W)	Chas. Starrett-Terry Walker		6/26/41	In Prod.
Mr. Jordan Comes to Town (FA)	Robt. Montgomery-Rita Johnson			a5/24/41
Mystery Ship	Lola Lane-Paul Kelly			In Prod.
Officer and the Lady (D)	Rochelle Hudson-Bruce Bennett			a4/26/41
Our Wife	Ruth Russey-Melvyn Douglas			In Prod.
Richest Man in Town (D) (Former title "Obituary")	Frank Craven-Edgar Buchanan		6/19/41	a4/26/41
Son of Davy Crockett (W)	Bill Elliott-Iris Meredith			a5/24/41
Sweetheart of the Campus (MD) (Former title "Betty Co-Ed")	Ruby Keeler-Harriet Hilliard		6/26/41	a4/26/41
Texans	William Holden-Glenn Ford			In Prod.
Tillie the Toiler (C)	Kay Harris-William Tracy			In Prod.
Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane		6/12/41	a3/15/41
Tonight Belongs to Us	Loretta Young-Dean Jagger			In Prod.
Two in a Taxi (D) (Former title "One Way Street")	Anita Louise-Russell Hayden			a4/26/41

GM — Current 1939-40

Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

Current 1940-41

Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40

MGM — Current 1940-41 (Cont.)

101 Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115 Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106 Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108 Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40
117 Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127 Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111 Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114 Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104 Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109 Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
135 I'll Wait For You (D)F	Virginia Weidler-Robt. Sterling	75	5/16/41	b5/10/41
116 Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120 Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112 Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
134 Love Crazy (F)A	Wm. Powell-Myrna Loy-Fay Bainter	99	5/23/41	b5/17/41
118 Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
132 Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
129 Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
133 People vs. Dr. Kildare (D)F	Lew Ayres-Lionel Barrymore	77	5/2/41	b5/10/41
119 Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128 Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105 Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103 Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107 Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125 Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90	2/14/41	b2/15/41
131 Washington Melodrama(My)A	Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/41
121 Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
136 Woman's Face (D)A	Joan Crawford-Melvyn Douglas	106	5/9/41	b5/10/41
102 Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130 Ziegfeld Girl (MD)	Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/41

Coming 1940-41

Bargain Basement (F)	Marx Bros.-Virginia Grey		6/13/41	a5/10/41
Barnacle Bill (CD)	Wallace Beery-Virginia Weidler			a5/10/41
Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan		5/30/41	a2/1/41
Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)		6/27/41	a3/29/41
Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman			a3/29/41
Getaway (G)	Robert Sterling-Van Heflin		6/6/41	a5/10/41
Lady Be Good (Mu)	Eleanor Powell-Ann Sothern			a3/22/41
Life Begins for Andy Hardy	Mickey Rooney-Judy Garland			In Prod.
Smilin' Through (Tech.)	Jeannette MacDonald-Ian Hunter			In Prod.
Unholy Partners (D) (Former title "The Uniform")	Clark Gable-Rosalind Russell			a3/29/41
Yearling, The (Tech.)	Spencer Tracy-Anne Revere			In Prod.

MONOGRAM — Current 1939-40

Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
Up In the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40

Current 1940-41

Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
Break the News (M)	Maurice Chevalier-Jack Buchanan	75	4/10/41	Reissued
Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
Dead Man's Shoes (My)A	Leslie Banks-Wilfred Lawson	65	1/15/41	b5/17/41
Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
Hoosier Schoolboy	Mickey Rooney		4/17/41	Reissued
House of Mystery	Kenneth Kent-Judy Kelly		5/7/41	Not Rev.
Invisible Ghost (H)A	Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		2/10/41	a1/11/41
King of Zombies (H)A	John Archer-Mantan Moreland	67	5/14/41	a5/17/41
Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
Pioneers, The (W)F	Tex Ritter-Slim Andrews	61	5/10/41	b5/3/41
Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
Redhead (D)A	June Lang, Johnny Downs	64	5/21/41	b5/17/41
Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
Roar of the Press (My)F	Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
Tumbledown Ranch in Arizona (W)F	Range Busters	60	4/20/41	b5/3/41
West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

Gang's All Here (G)	Frankie Darro-Mantan Moreland		6/11/41	a5/17/41
Murder By Appointment	Wallace Ford-Marian Marsh		6/30/41	In Prod.
Silver Stallion (D)	David Sharpe-Leroy Mason-Thunder			a5/10/41
Wanderers of the Desert (W)	Tom Keene-Betty Miles		6/25/41	In Prod.
Wrangler's Roost (W)	Range Busters		6/4/41	a5/17/41

PARAMOUNT — Current 1939-40

3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3942	Golden Gloves (D)A	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3943	Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3959	Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3941	Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940	Way of All Flesh (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

Current 1940-41

4009	Arise, My Love (CD)A	Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)F	Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)F	Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F	Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)F	Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F	Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)F	Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)A	Dick Powell-Joan Blondell	94	9/20/40	b9/7/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41 (Cont.)

			Mins.	Rel Date	See Issue of
4016	Life With Henry (C)F	Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4022	Lady Eve (D)F	Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)F	Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighber (C)F	Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)F	Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)A	Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)A	D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)F	J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4054	Pirates on Horseback (W)F	Wm. Boyd-Russell Hayden	69	5/23/41	b5/24/41
4026	Power Dive (D)F	Richard Arlen-Jean Parker	68	4/25/41	b4/12/41
4004	Quarterback (CD)F	Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)F	MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4027	Reaching for the Sun (CD)A	Joel McCrea-Ellen Drew	88	5/2/41	b4/12/41
4025	Road to Zanzibar (CM)F	Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)F	Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4001	Rhythm on the River (M)F	Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)F	Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)F	J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4021	There's Magic in Music(Mu)F (Reviewed as "Hard Boiled Canary")	Allan Jones-Susanna Foster	80	5/16/41	b3/1/41
4050	Three Men From Texas (W)F	William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)A	Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)F	Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4018	World In Flames (Doc)A	Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)F	Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming

	Aloma of the South Seas (D)	Dorothy Lamour-Jon Hall (Tech.)		8/15/41	a4/12/41
	Among the Living	Albert Dekker-Susan Hayward			In Prod.
	Bahama Passage (Tech.)	Madeleine Carroll-Stirling Hayden			In Prod.
	Birth of the Blues	Bing Crosby-Mary Martin			In Prod.
	Buy Me That Town (CD)	Lloyd Nolan-Constance Moore			a4/19/41
	Caught in the Draft (C)	Bob Hope-Dorothy Lamour		7/4/41	a3/1/41
	Forced Landing (D)	Richard Arlen-Eva Gabor		7/25/41	a5/17/41
	Great Man's Lady (D) (Former title "Pioneer Woman")	Barbara Stanwyck-Joel McCrea			a3/22/41
	Henry Aldrich For President (CD)	Jimmy Lydon-Mary Anderson			a4/26/41
	Hold back the Dawn (D)	Chas. Boyer-Olivia de Havilland			a3/22/41
4028	I Wanted Wings (D)F	Brian Donlevy-Ray Milland	130	5/30/41	b3/29/41
	Kiss the Boys Goodbye (CM)	D. Ameche-M. Martin-O. Levant		8/1/41	a3/8/41
	Mr. Bug Goes to Town	Tech. Cartoon Feature			In Prod.
	New York Town	Mary Martin-Fred MacMurray		7/25/41	all/30/40
	Night of Jan. 16th (My)	Ellen Drew-Robt. Preston			a4/12/41
	Nothing But the Truth (C)	Bob Hope-Paulette Goddard			a4/26/41
4029	One Night in Lisbon (C)A	Madeleine Carroll-Fred MacMurray	95	6/13/41	b5/10/41
	Parson of Panamint (D)	Charles Ruggles-Ellen Drew		6/27/41	a4/26/41
	Secret of the Wastelands (W)	Wm. Boyd-Brad King-Andy Clyde			In Prod.
	Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		7/18/41	all/9/40
	Sheik of Buffalo Butte (W)	Wm. Boyd-Brad King			In Prod.
	Skylark (CD)	Claudette Colbert-Ray Milland			a3/1/41
	Sullivan's Travels	Joel McCrea-Veronica Lake			In Prod.
4030	West Point Widow (CD)	Ann Shirley-Richard Carlson		6/20/41	a3/22/41
	Wide Open Town (W)	William Boyd-Russell Hayden			a3/1/41
	World Premiere (C)	John Barrymore-Frances Farmer			a4/26/41

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice(W)	Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	Bob Steele	55	9/30/40	Not Rev.
157	Billy the Kid Outlawed (W)	Bob Steele	55	7/20/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)F	Bob Steele	62	4/18/41	b4/12/41
160	Billy the Kid's Range War (W)	Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)F	Henry Armetta	62	2/7/41	b4/26/41
111	Criminals Within (My)	Eric Linden-Ann Doran		6/13/41	a5/24/41
	Desperate Cargo	Ralph Byrd-Carol Hughes			In Prod.
105	Devil Bat (My)	Bela Lugosi-Forrest Tucker	69	12/13/40	Not Rev.
109	Emergency Landing (Spy)	Carol Hughes		5/23/41	In Prod.
108	Federal Fugitives (Spy)F	Neil Hamilton-Doris Day	66	3/28/41	b5/24/41
152	Gun Code (W)	Tim McCoy	55	8/3/40	Not Rev.
104	Misbehaving Husbands (C)F	Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
165	Lone Rider In Ghost Town (W)F	Geo. Houston-Alaine Brandes	64	5/16/41	b5/17/41
103	Marked Men (D)	Warren Hull-Isabel Jewell		8/28/40	Not Rev.
	Motorcycle Squad	Kane Richmond-Pauline Moore			In Prod.
155	Outlaws of the Rio Grande (W)F	Tim McCoy	53	3/7/41	b3/1/41
123	Paper Bullets	Joan Woodbury-Jack LaRue		5/30/41	a5/17/41
154	Riders of Black Mountain (W)	Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)F	Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)F	Roger Pryor-Virginia Vale	68	5/2/41	b4/26/41
156	Texas Marshal (W)	Tim McCoy-Kay Leslie		5/30/41	a5/17/41

R.K.O.-RADIO

Current 1939-40

39	Cross Country Romance (C)F	Gene Raymond-Wendy Barrie	66	7/12/40	b6/29/40
40	Dance, Girl, Dance (D)A	Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
36	Dr. Christian Meets the Women (D)F	Jean Hersholt-Dorothy Lovett	63	7/5/40	b6/29/40
38	Lucky Partners (C)A	Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
37	Millionaires in Prison (D)A	Lee Tracy-Linda Hayes	62	7/26/40	b6/29/40
42	One Crowded Night (D)A	Billie Seward-Don Costello	66	8/9/40	b8/3/40
61	Queen of Destiny (B)F (Reviewed as "Sixty Glorious Years")	Neagle-Walbrook (Tech.)	90	8/2/40	b10/29/38
85	Stage to Chino (W)F	George O'Brien	59	7/26/40	b7/27/40
41	Stranger on the Third Floor (D)A	Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
29	Tom Brown's Schooldays (D)F	Jimmy Lydon-Hardwicke	84	7/19/40	b6/22/40
86	Triple Justice (W)F	Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)F	Fay Wray-Charles Lang	62	8/23/40	b8/17/40

Current 1940-41

183	Along the Rio Grande (W)F	Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
161	Convoy (War)F	Clive Brook-John Clements	89	1/3/41	b12/7/40
122	Devil and Miss Jones (D)F	Jean Arthur-Chas. Coburn	92	4/11/41	b4/5/41
102	Dreaming Out Loud (C)F	Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
	Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40
182	Fargo Kid (W)F	Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)F	Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
120	Girl, A Guy and A Gob (C)F	Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)F	Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)A	Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)F	Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)F	Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)F	Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
124	Melody for Three (D)F	Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
110	Little Men (D)F	Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)F	Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)A	Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)A	Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)F	Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)A	Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)F	March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)F	Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
125	Repent at Leisure (C-D)	Kent Taylor-Wendy Barrie		4/4/41	a3/1/41
184	Robbers of the Range (W)F	Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
123	Scattergood Baines (C)F	Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41
132	Scattergood Pulls the Strings (D)F	Guy Kibbee	65	5/23/41	b5/17/41
116	Saint in Palm Springs(MyC)F	George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
128	They Met in Argentina(MD)F	Ellison-O'Hara-Ebsen	77	4/25/41	b4/26/41
104	They Knew What They Wanted (D)A	Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)A	Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her(C)F	Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)F	Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)F	Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

R.K.O.-RADIO

Coming

			Mins.	Rel. Date	See Issue
	Bambi	Disney Cartoon Feature			In Pr
	Before the Fact (D)	Cary Grant-Joan Fontaine			a3/22/
118	Citizen Kane (D)A	Orson Welles-Dorothy Comingore	120		b4/12/
185	Cyclone on Horseback (W)	Tim Holt-Marjorie Reynolds		6/13/41	a5/10
	Devil and Daniel Webster	Thomas Mitchell-Walter Huston			In Pr
186	Dude Cowboy (W)	Tim Holt-Marjorie Reynolds			a5/17/
	Father Takes a Wife (C-D)	Adolphe Menjou-Gloria Swanson			a5/17/
	Gay Falcon	George Sanders-Wendy Barrie			In Pr
129	Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles			a4/5/
	Lady Scarface (D)	Dennis O'Keefe-Frances Neal			a5/17/
	Little Foxes	Bette Davis-Richard Carlson			In Pr
	Look Who's Talking	Bergen & McCarthy			In Pr
	My Life With Caroline (C)	Ronald Colman-Anna Lee			a4/19/
	Outlaw Trail (W)	Tim Holt-Janet Waldo			In Pr
	Parachute Battalion (D)	Robert Preston-Nancy Kelly			a4/19/
191	Reluctant Dragon	Benchley and Cartoon Characters		6/6/41	In Pr
133	Sunny (MC)F	A. Neagle-J. Carroll-R. Bolger	98	5/30/41	b5/24/
134	They Meet Again (D)	Jean Hersholt-Dorothy Lovett		6/20/41	a5/17/
126	Tom, Dick and Harry (C)	Ginger Rogers-Geo. Murphy			a3/29/
	Unexpected Uncle	Edmond O'Brien-Jane Wyatt			In Pr

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)F	Gene Autry-Burnette-June Storey	65	7/15/40	b7/20/
955	Carson City Kid (W)F	Roy Rogers-"Gabby" Hayes	57	7/1/40	b6/22/
924	Earl of Puddlestone (C)F	The Gleasons	66	8/31/41	b8/17
904	Girl From God's Country(D)F	Chester Morris-Chas. Bickford	75	7/30/40	b7/27/
956	Ranger and the Lady (W)F	Roy Rogers-George Hayes	59	7/30/40	b7/27/
909	Scatterbrain (C)F	Judy Canova-Alan Mowbray	73	7/20/40	b7/13/
910	Sing, Dance, Plenty Hot(M)F	Ruth Terry-Johnny Downs	72	8/10/40	b8/3/
903	Three Faces West (D)F (Reviewed as "The Refugee")	J. Wayne-Sigrid Gurie-C. Coburn	81	7/12/40	b6/22/

Current 1940-41

16	Angels With Broken Wings(CD)	Binnie Barnes-Gilbert Roland		5/27/41	a4/26
10	Arkansas Judge (C)F	Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/
45	Back in the Saddle (MW)F	Gene Autry-Smiley Burnette	73	3/14/41	b3/15
8	Barnyard Follies (C)F	Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/
9	Behind the News (D)F	Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/
53	Border Legion (W)F	Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/
19	Bowery Boy (D)F	Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/
51	Colorado (W)F	Roy Rogers-George Hayes	57	9/15/40	b9/7/
15	Country Fair (CM)F	Eddie Foy, Jr.-June Clyde	74	5/5/41	b5/17
77	Desert Bandit (W)	Don Barry-Lynn Merrick		5/16/41	a4/26
7	Friendly Neighbors (C)F	Weaver Bros. & Elviry	67	11/7/40	b11/16/
72	Frontier Vengeance (W)F	Don Barry-Betty Moran	57	10/10/40	b10/12
22	Gay Vagabond, The (CD)F	Ruth Donnelly-Roscoe Karns	66	5/12/41	b5/24
17	Girl From Havana (D)A	Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14
21	Great Train Robbery (D)F	Bob Steele-Claire Carleton	61	2/28/41	b3/8
1	Hit Parade of 1941 (MC)F	Kenny Baker-Frances Langford	88	10/15/40	b10/19
55	In Old Cheyenne (W)F	Roy Rogers-G. "Gabby" Hayes	58	3/28/41	b4/12
14	Lady From Louisiana (PD)A	Ona Munson-John Wayne	83	4/22/41	b5/3
64	Lone Star Raiders (W)F	Three Mesquiteers	57	12/23/40	b12/21
11	Man Betrayed (D)A	John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15
18	Meet the Missus (C)F	Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23
5	Melody and Moonlight (M)F	Johnny Downs-Vera Vague	72	10/11/40	b10/5
41	Melody Ranch (MC)F	Gene Autry-Jimmy Durante	84	11/15/40	b11/23
12	Mr. District Attorney (CD)F	Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5
61	Oklahoma Renegades (W)F	Three Mesquiteers	57	8/29/40	a8/17
66	Pals of the Pecos (W)F	Three Mesquiteers	56	4/8/41	b4/26
20	Petticoat Politics (C)F	Roscoe Karns-Lois Ranson	67	1/31/41	b2/15
75	Phantom Cowboy (W)F	Don Barry-Virginia Carroll	57	2/14/41	b2/22
65	Prairie Pioneers (W)F	Three Mesquiteers	58	2/16/41	b2/22
43	Ride, Tenderfoot, Ride(MW)F	Autry-Burnette-June Story	65	9/6/40	b8/24
44	Ridin' on a Rainbow (MW)F	Gene Autry-Smiley Burnette	79	1/24/41	b2/1
54	Robin Hood of the Pecos(W)F	Roy Rogers-George Hayes	59	1/14/41	b1/18
13	Rookies on Parade (CM)F	Bob Crosby-Ruth Terry	69	4/17/41	b5/3
67	Saddlemates (W)	Three Mesquiteers		5/26/41	a5/3
56	Sheriff of Tombstone (W)F	Roy Rogers-George "Gabby" Hayes	56	5/7/41	b5/10
46	Singing Hill, The (MW)F	Gene Autry-Smiley Burnette	75	4/26/41	b5/3
2	Sis Hopkins (CM)F	Judy Canova-Bob Crosby	98	4/12/41	b4/12
73	Texas Terrors (W)F	Don Barry-Al St. John	57	11/22/40	b11/23
63	Trail Blazers (W)F	Three Mesquiteers	58	11/11/40	b11/2
71	Tulsa Kid (W)F	Don "Red" Barry	57	8/16/40	b8/3
76	Two-Gun Sheriff (W)F	Don "Red" Barry-Lynn Merrick	56	4/10/41	b4/26
62	Under Texas Skies (W)F	Three Mesquiteers	57	9/30/40	b9/21
6	Who Killed Aunt Maggie? (My)A	John Hubbard-Wendy Barrie	69	11/1/40	b11/2
74	Wyoming Wildcat (W)F	Don Barry-Julie Duncan	56	1/6/41	b1/11
52	Young Bill Hickok (W)F	Roy Rogers-Geo. Hayes	59	10/21/40	b10/5

Coming 1940-41

68	Gangs of Sonora (W)	Three Mesquiteers			In Pr
78	Kansas Cyclone (W)	Don Barry-Lynn Merrick			In Pr
	Nevada City (W)	Roy Rogers-George "Gabby" Hayes		6/20/41	a5/17
	Puddin' Head (C)	Judy Canova-Francis Lederer		6/16/41	a5/17

Coming 1941-42

	Hurricane Smith	Ray Middleton-Jane Wyatt			In Pr
	Mountain Moonlight	Weaver Bros. & Elviry			a5/3

20TH CENT.-FOX

Current 1939-40

46	Manhattan Heartbeat (D)F	Virginia Gilmore-Joan Davis	72	7/12/40	b6/8
50	Maryland (Tech.) (B)F	B. Joyce-Payne-Brennan	92	7/19/40	b7/6
52	Sailor's Lady (C)F	Nancy Kelly-Jon Hall	66	7/5/40	b7/6

Current 1940-41

107	Brigham Young, Frontiersman (PD)A	Tyrone Power-Linda Darnell	112	9/27/40	b8/31
123	Chad Hanna (D) (Tech.)A	Henry Fonda-Linda Darnell	88	12/27/40	b12/14
110	Charlie Chan at the Wax Museum (My)F	Sidney Toler-Joan Valerie	62	9/6/40	b8/3
108	Charter Pilot (B)F	Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23
141	Cowboy and the Blonde(CD)F	Mary Beth Hughes-G. Montgomery	68	5/16/41	b4/26
136	Dead Men Tell (My)F	Sidney Toler	61	3/28/41	b3/29
113	Down Argentine Way (M)F	Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5
105	Elsa Maxwell's Public Deb No. 1 (C)F	G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31
108	Gay Caballero (W)F	Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28
104	Girl From Avenue A (C)F	Jane Withers-Kent Taylor	76	8/9/40	b8/10
127	Girl In the News (D)F	Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4
130	Golden Hoofs (C)F	Jane Withers-Buddy Rogers	66	2/14/41	b2/8
140	GreatAmericanBroadcast(DM)F	Alice Faye-John Payne-Jack Oakie	90	5/9/41	b5/3
142	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12
111	Great Profile (C)A	John Barrymore-Mary Hughes	70	10/25/40	b8/17
115	Hudson's Bay (PD)F	Paul Muni-Gene Tierney	94	1/3/41	b12/28
122	Jennie (D)F	Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7
139	Mail Train	Alastair Sim-Gordon Harker		4/25/41	Not R
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

CENT.-FOX

Current 1940-41 (Cont.)

		Mins.	Rel. Date	See Issue of
rn of Frank James (PD)F.	H. Fonda-J. Cooper (Tech.)	92	..8/16/40	...b8/17/40
Kelly Ride (D)F.	Marvin Stephens-Rita Quigley	59	..2/7/41	....b1/25/41
On Vaquero (W)F.	Cesar Romero-Mary Beth Hughes	64	..4/18/41	...b3/22/41
ance of the Rio				
ande (W)F.	Cesar Romero-Patricia Morison	73	..1/17/41	..b12/28/40
and Yard (D)F.	Edmund Gwenn-Nancy Kelly	67	..2/28/41	...b3/29/41
ers West (D)F.	Lloyd Nolan-Lynn Bari	72	..4/4/41	....b3/22/41
t of Memories (D)A.	Guy Kibbee-Lynn Roberts	71	..11/15/40	...b7/6/40
Dark and				
ndsome (CD)A.	Cesar Romero-Milton Berle	78	..1/24/41	...b1/18/41
Night in Rio (M)A.	Alice Faye-Don Ameche (Tech.)	90	..4/11/41	....b3/1/41
Pan Alley (M)F.	Alice Faye-B. Grable-J. Oakie	94	..11/29/40	.b11/23/40
eco Road (D)A.	Tierney-Grapewin-Rambeau	84	..3/7/41	....b2/22/41
ern Union (Tech.) (PD)F.	Rob't Young-Randolph Scott	95	..2/21/41	....b2/8/41
erday's Heroes (D)F.	Jean Rogers-Rob't Sterling	65	..9/20/40	...b9/21/40
g People (CD)F.	Shirley Temple-Jack Oakie	78	..8/30/40	...b7/13/40
h Will Be Served (C)F.	Jane Withers-Robert Conway	68	..11/22/40	..b9/28/40

Coming 1940-41

nt on Love	Geo. Montgomery-Osa Massen		7/11/41	...In Prod.
d and Sand (Tech.) (D)A.	Tyrone Power-Linda Darnell	125	..5/30/41	..b5/24/41
e Wore Crutches (CD)F.	Lynne Roberts-Ted North	59	..6/13/41	...b7/27/40
e Hall	Cesar Romero-Carole Landis		7/18/41	...In Prod.
Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	....a8/17/40
Hunt (Spy)	Walter Pidgeon-Joan Bennett		6/20/41	....a5/3/41
n Over Miami (DM)(Tech.)	Don Ameche-Betty Grable (Former title "Miami")		7/4/41	....a5/3/41
aw, The	Walter Huston-Thos. Mitchell			....In Prod.
Young Lady (CD)F.	Jane Withers-Nancy Kelly	79	..6/27/41	....b5/3/41

Coming 1941-42

e Starr (Tech.) (D)	Gene Tierney-Randolph Scott	....a5/24/41
rley's Aunt	Jack Benny-Kay Francis	....In Prod.
rlie Chan in Rio (My).	Sidney Toler-Mary Beth Hughes	....In Prod.
ssed to Kill	Lloyd Nolan-Mary Beth Hughes	....In Prod.
t of the Duanes	Geo. Montgomery-Lynn Roberts	....In Prod.
ate Nurse	Brenda Joyce-Jane Darwell	....In Prod.
Valley Serenade	Sonja Henie-John Payne-M. Berle	....In Prod.
d Geese Calling	Henry Fonda-Joan Bennett	....In Prod.
k in the R.A.F.	Tyrone Power-Betty Grable	....In Prod.

ED ARTISTS

Current

ekout (D)F	Conrad Veidt-Valerie Hobson	81	..11/29/40	.b10/19/40
tain Caution (D)A.	V. Mature-Louise Platt-B. Cabot	88	..8/9/40	....b8/3/40
ers for Miss Bishop (D)F.	Martha Scott-William Gargan	100	..2/21/41	...b1/18/41
eign Correspondent (D)F.	Joel McCrea-Herbert Marshall	120	..8/16/40	...b8/17/40
at Dictator, The (C)F.	Charles Chaplin-P. Goddard	126	..3/1/41	...b10/19/40
Carson (D)F	Jon Hall-Dana Andrews	96	..8/30/40	...b8/31/40
g Voyage Home (D)A.	John Wayne-Thos. Mitchell	103	..11/22/40	.b10/12/40
or Barbara (CD)A.	Wendy Hiller-Robert Morley	112		....b5/3/41
tor Hall (D)F.	Wilfred Lawson-Nova Pilbeam	96	..9/13/40	...b7/27/40
O' Gold (C-Mu)F.	James Stewart-Paulette Goddard	95	..4/11/41	....b4/5/41
d Show (C)F.	Adolpe Menjou-Carole Landis	82	..1/24/41	...b1/11/41
Ends Our Night (D)A.	Fredric March-Margaret Sullavan	121	..2/14/41	...b1/25/41
of Monte Cristo (D)F.	Joan Bennett-Louis Hayward	104	..1/10/41	...b12/7/40
th of Pago Pago (D)F.	Jon Hall-Victor McLaglen	97	..7/18/40	...b7/20/40
t Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	..4/30/41	...b3/22/41
t Uncertain Feeling (SC)A.	Oberon-Douglas-Meredith	84	..4/20/41	...b3/15/41
ef of Bagdad (FA)F.	Sabu-Conrad Veidt (Tech.)	109	..12/25/40	.b10/19/40
per Returns (C)F.	Joan Blondell-Carole Landis	89	..3/21/41	...b3/15/41
sterner (D)F	Gary Cooper-Walter Brennan	99	..9/20/40	...b9/21/40

Coming

adway Limited (C-D)	Victor McLaglen-Dennis O'Keefe		....a3/1/41
sions	Merle Oberon-Alan Marshall		....In Prod.
ernational Lady	Ilona Massey-George Brent		....In Prod.
Wine (MD)	Ilona Massey-Binnie Barnes		....a3/8/41

'ERSAL

Current 1939-40

ek Diamonds (A)F.	Richard Arlen-Andy Devine	60	..7/19/40	...b7/27/40
s from Syracuse (C)F.	A. Jones-Martha Raye-J. Penner	73	..8/9/40	....b7/13/40
vate Affairs (C)F.	N. Kelly-R. Young-R. Cummings	73	..7/5/40	....b6/15/40
of Roaring Dan (W)F.	J. M. Brown-Jeanne Kelly	63	..7/26/40	...b8/17/40
ith To Karanga (D)F.	C. Bickford-L. Deste	59	..8/2/40	....b8/10/40
en the Daltons Rode (D)F.	Kay Francis-Randolph Scott	80	..8/23/40	....b8/3/40
're Not So Tough (D)F.	Dead End Kids-Nan Grey	72	..7/26/40	....b6/1/40

Current 1940-41

gentine Nights (M)F.	Ritz Brothers-Andrews Sisters	73	..9/6/40	.....b9/7/40
k Street (D)F.	Chas. Boyer-M. Sullavan	89	..2/7/41	.....b2/8/41
k Dick (C)F.	W. C. Fields-Una Merkel	74	..11/29/40	..b12/7/40
ck Cat (My)A.	Hugh Herbert-Broderick Crawford	70	..5/2/41	....b4/26/41
ss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	..1/10/41	...a9/14/40
k Privates (C)F.	Abbott & Costello-Andrews Sisters	82	..1/31/41	....b2/8/41
y Me Not on the Lone				
Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	...a12/14/40
k Streets of Cairo (D)F.	Sigrid Gurie-Ralph Byrd	58	..2/28/41	...b12/7/40
vil's Pipe Line (A)F.	Richard Arlen-Andy Devine	65	..11/1/40	..b11/16/40
amond Frontier (D)F.	Victor McLaglen-John Loder	71	..10/4/40	.b10/12/40
uble Date (C)F.	Peg. Moran-Ed. Lowe-Una Merkel	58	..3/14/41	...b3/15/41
ame of New Orleans (CD)F.	Dietrich-Roland Young-Cabot	79	..4/25/41	...b4/26/41
gitive, The (D)A.	Ralph Richardson-Diana Wynyard	75	..9/20/40	...b6/22/40
ve Us Wings (D)F.	Billy Halop-Huntz Hall	69	..12/20/40	.b11/16/40
red Wife (C)A.	Rosalind Russell-Brian Aherne	95	..9/13/40	...b9/14/40
rror Island (My)F.	Peggy Moran-Dick Foran	60	..3/28/41	....b4/5/41
Nobody's Sweetheart				
Now (C)F.	Helen Parrish-Dennis O'Keefe	62	..11/1/40	...b8/10/40
visible Woman (C)A.	John Barrymore-Virginia Bruce	72	..12/27/40	...b1/4/41
dy From Cheyenne (CD)	Loretta Young-Rob't Preston	87	..4/11/41	....b4/5/41
w and Order (W)F.	J. M. Brown-Fuzzy Knight	57	..10/18/40	.b11/30/40
ather Pushers (A)F.	Andy Devine-Richard Arlen	64	..9/13/40	....b9/7/40
ttle Bit of Heaven (C)F.	Gloria Jean-R. Stack-Nan Grey	87	..10/11/40	.b10/12/40
cky Devils (A)F.	Richard Arlen-Andy Devine	64	..1/3/41	...b12/28/40
an Made Monster (D)A.	Frank Albertson-Lon Chaney, Jr.	62	..3/28/41	...b3/22/41
an Who Lost Himself (F)A.	Brian Aherne-Kay Francis	71	..3/21/41	...b3/29/41
rgie (C)F.	Tom Brown-Nan Grey-M. Auer	59	..12/6/40	...b9/21/40
et the Chump (C)F.	Hugh Herbert-Lewis Howard	60	..2/14/41	....b2/1/41
et the Wildcat (D)F.	Margaret Lindsay-Ralph Bellamy	63	..11/22/40	.b10/12/40
. Dynamite (D)A.	Lloyd Nolan-Irene Hervey	67	..3/7/41	....b3/15/41
odel Wife (C)A.	Joan Blondell-Dick Powell	83	..4/18/41	...b4/19/41
ummy's Hand (D)A.	Dick Foran-Wallace Ford	67	..9/20/40	...b8/31/40
utiny in the Arctic (A)F.	Richard Arlen-Andy Devine	61	..4/18/41	....b5/3/41
ce Girl? (CM)F.	Deanna Durbin-Franchot Tone	95	..2/21/41	....b3/1/41
e Night in the				
Tropics (CM)F.	Allan Jones-Nancy Kelly	82	..11/15/40	..b11/2/40
ny Post (W)F.	Johnny Mack Brown	59	..11/8/40	..b12/21/40
gtime Cowboy Joe (W)F.	J. Mack Brown-Fuzzy Knight	58	..9/20/40	...b10/5/40
ndy Gets Her Man (C)F.	Baby Sandy-S. Erwin-Una Merkel	65	..11/8/40	...b11/2/40
n Francisco Docks (D)A.	Burgess Meredith-Irene Hervey	65	..1/10/41	...b12/7/40
ven Sinners (CD)A.	Marlene Dietrich-John Wayne	84	..10/25/40	..b11/2/40
x Lessons From Madame				
La Zonga (C)F.	Lupe Velez-Leon Errol	60	..1/17/41	...b1/18/41
ightly Tempted (C)F.	Hugh Herbert-Johnny Downs	61	..10/18/40	..b8/10/40
ring Parade (CM)F.	Deanna Durbin-Rob't Cummings	90	..9/27/40	...b9/28/40
o Many Blondes (CM)A.	Rudy Vallee-Helen Parrish	60	..5/23/41	...a5/24/41
ail of the Vigilantes (WC)F.	Franchot Tone-Crawford-Devine	75	..12/13/40	.b12/14/40
here Did You Get That				
Girl? (MC)F	Helen Parish-Chas. Lang	67	..1/3/41	...b12/28/40

UNIVERSAL

Coming 1940-41

			Mins.	Rel. Date	See Issue of
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	....a4/5/41
5057	Dangerous Game (D)F.	Richard Arlen-Andy Devine	60	..8/22/41	....b3/8/41
	Hello Sucker (C)	Hugh Herbert-Peggy Moran		7/11/41	...a5/17/41
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	....a3/29/41
	I, James Lewis	Franchot Tone-Walter Brennan		7/25/41	...In Prod.
	In the Navy (CM)	Abbott & Costello-Evelyn Ankers		5/30/41	...a5/10/41
	Marshal Law (W)	Johnny Mack Brown		6/20/41	...In Prod.
	Men of the Timberland (A)	Richard Arlen-Andy Devine		6/6/41	...a5/3/41
	Rawhide Rangers (W)	Johnny Mack Brown-Fuzzy Knight		7/18/41	...a5/24/41
	San Antonio Rose	Robert Paige-Jane Frazee		6/20/41	...In Prod.
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/4/41	....a4/5/41
	Tight Shoes (G)	Brod Crawford-Ann Gwynne		6/13/41	...a5/3/41
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery		8/15/41	...a3/8/41

Coming 1941-42

Beyond the Law (D)	Wm. Gargan-June Clyde-John Litel	...a5/17/41
Big House Blues	Anne Gwynne-Nat Pendleton	....In Prod.
Flying Cadets	Wm. Gargan-Ed. Lowe-Peggy Moran	....In Prod.
Halfway to Shanghai	Charles Bickford-Evelyn Ankers	....a4/26/41
Maid In Manhattan (M)	Johnny Downs-Jane Frazee	....a4/26/41
	(Former title "Sing Another Chorus")	
Man From Montana (W)	Johnny Mack Brown-Fuzzy Knight	....In Prod.
Moonlight in Hawaii (CM)	Johnny Downs-Jane Frazee	...a5/17/41
Oh, Charlie (MyC)	Abbott & Costelle—Evelyn Ankers	....a2/22/41
Radio Revels of 1942	Frances Langford-Ken Murray	....In Prod.

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A.	Bette Davis-Charles Boyer	143	..7/13/40	...b6/22/40
412	Flowing Gold (D)A.	Pat O'Brien-John Garfield	82	..8/24/40	...b8/24/40
474	Ladies Must Live (C)F.	Rosemary Lane-Wayne Morris	59	..7/20/40	...b8/24/40
467	Man Who Talked Too Much (D)A.	Geo. Brent-Virginia Bruce	75	..7/6/40	....b6/29/40
417	Money and the Women (D)F.	Jeffrey Lynn-Brenda Marshall	65	..8/17/40	...b8/17/40
472	Murder in the Air (My)F.	Ronald Reagan-Lya Lys	55	..8/1/40	....b2/24/40
409	My Love Came Back (CD)F.	De Havilland-J. Lynn-J. Wyman	85	..7/20/40	...b6/29/40
414	River's End (D)F.	Dennis Morgan-George Tobias	70	..8/10/40	...b8/24/40
401	Sea Hawk (PD)F.	Flynn-Marshall-Crisp	127	..8/31/40	...b7/20/40
460	They Drive By Night (D)A.	Raft-Sheridan-Bogart	93	..8/3/40	....b7/13/40

Current 1940-41

	Affectionately Yours (SC)F.	Merle Oberon-Dennis Morgan	88	..5/10/41	...b5/10/41
570	Always A Bride (C)F.	Rosemary Lane-George Reeves	58	..11/2/40	.b11/30/40
510	Calling All Husbands (C)F.	Geo. Tobias-Lucille Fairbanks	64	..9/7/40	....b8/31/40
572	Case Of The Black Parrot (My)F.	Wm. Lundigan-Maris Wrixon	60	..1/11/41	...b1/18/41
506	City For Conquest (D)A.	James Cagney-Ann Sheridan	105	..9/21/40	...b9/14/40
511	Dispatch From Reuter's(PD)F.	Robinson-Albert-Basserman	88	..10/19/40	...b9/21/40
562	East of the River (G)A.	John Garfield-Brenda Marshall	74	..11/9/40	...b11/2/40
569	Father Is a Prince (C)A.	Grant Mitchell-Nana Bryant	62	..10/12/40	.b10/12/40
520	Father's Son (D)F.	John Litel-Billy Dawson	58	..2/1/41	....b1/4/41
514	Flight from Destiny (D)A.	Thos. Mitchell-Jeffrey Lynn	70	..2/8/41	...b12/28/40
509	Footsteps in the Dark(MyC)A.	Errol Flynn-Brenda Marshall	96	..3/8/41	....b3/1/41
503	Four Mothers (D)F.	Lane Sisters-G. Page-J. Lynn	86	..1/4/41	...b12/21/40
504	Great Lie (D)F.	Bette Davis-Geo. Brent	107	..4/12/41	....b4/5/41
515	Great Mr. Nobody (C)F.	Eddie Albert-Joan Leslie	71	..2/15/41	....b2/8/41
524	Here Comes Happiness (D)F.	Mildred Coles-Richard Ainley	57	..3/15/41	....b3/8/41
556	High Sierra (G)F.	Humphrey Bogart-Ida Lupino	100	..1/25/41	....b1/11/41
510	Honeymoon for Three (C)F.	George Brent-Ann Sheridan	77	..1/18/41	....b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	..3/29/41	...b3/29/41
502	Knute Rockne— All American (B)F.	Pat O'Brien-Ronald Reagan	93	..10/5/40	..b10/12/40
512	Lady With Red Hair (PD)A.	Miriam Hopkins-Richard Ainley	81	..11/30/40	.b11/16/40
552	Letter, The (D)A.	Bette Davis-Herbert Marshall	101	..11/23/40	.b11/16/40
500	Meet John Doe (D)F.	Gary Cooper-Barbara Stanwyck	123	..4/28/41	...b3/15/41
554	No Time for Comedy (C)A.	J. Stewart-R. Russell-C. Ruggles	96	..9/14/40	....b9/7/40
523	Nurse's Secret (My)F.	Lee Patrick-Regis Toomey	65	..5/24/41	...b5/10/41
551	Santa Fe Trail (PD)F.	Flynn-de Havilland-Massey	110	..12/28/40	.b12/28/40
573	Shadows on the Stairs (My)F.	Maris Wrixon-Wm. Lundigan	63	..3/1/41	...b5/17/41
501	Sea Wolf (D)A.	Robinson-Garfield-Lupino	100	..3/22/41	...b3/29/41
571	She Couldn't Say No (C)F.	Roger Pryor-Eve Arden	63	..12/7/40	..b12/28/40
522	Shot in the Dark (My)F.	Ricardo Cortez-Wm. Lundigan	57	..4/5/41	....a3/29/41
563	Singapore Woman (D)A.	Brenda Marshall-David Bruce	64	..5/17/41	...b5/10/41
513	South of Suez (D)F.	Geo. Brent-Lee Patrick	86	..11/16/40	..b12/7/40
567	Strange Alibi (G)F.	Arthur Kennedy-Joan Perry	63	..4/19/41	...b4/12/41
559	Strawberry Blonde (CD)F.	Jas. Cagney-Olivia de Havilland	97	..2/22/41	...b2/15/41
516	Thieves Fall Out (C)A.	Eddie Albert-Joan Leslie	72	..5/3/41	....b4/19/41
561	Tugboat Annie Sails Again (C)F.	Marjorie Rambeau-Alan Hale	77	..10/26/40	.b10/19/40
560	Wagons Roll at Night (D).	Humphrey Bogart-Sylvia Sidney	84	..4/26/41	...a11/2/40

Coming

Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris		....a4/12/41
Bride Came C.O.D. (C-D)	Bette Davis-James Cagney		....a2/15/41
Bullets For O'Hara (D)	Joan Perry-Roger Pryor		....a5/24/41
Dive Bomber (Tech.) (D)	Errol Flynn-Fred MacMurray		....a5/24/41
Flight Patrol (D)	James Stephenson-Ronald Reagan		....a4/12/41
Highway West (D)	Brenda Marshall-Olympe Bradna		.....a3/1/41
King Rubber	Constance Bennett-Jeffrey Lynn		....In Prod.
Kisses for Breakfast (C)	Dennis Morgan-Jane Wyatt (Former title "She Stayed Kissed")		....a1/25/41
Manpower (D)	Marlene Dietrich-George Raft		....a4/19/41
Million Dollar Baby (CD)F.	Priscilla Lane-Ronald Reagan	102	..5/31/41	...b5/24/41
Navy Blues (C)	A Sheridan-J. Oakie-M. Raye		.....a5/3/41
Out of the Fog	Ida Lupino-John Garfield (Former title "Gentle People")		6/14/41	....a3/8/41
Passage From Hong Kong(My).	Keith Douglas-Lucile Fairbanks		6/21/41	...a3/29/41
Sergeant York	Gary Cooper-Joan Leslie			....a3/29/41
Shining Victory (D)A.	G. Fitzgerald-Jas. Stephenson	83	..6/7/41	...b5/24/41
Smiling Ghost	Wayne Morris-Brenda Marshall			....In Prod.
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			....a3/1/41
Underground (D)	Jeffrey Lynn-Karen Verne		6/21/41	...a3/22/41

MISCELLANEOUS

Adolescence (D)A	Leon Janney-Eleanor Hunt	80	..Select	....b12/21/40
Face at the Window (My)A.	Tod Slaughter-Marjorie Taylor	65	..Ziehm	...b10/19/40
King of the White Elephants (PD)F.	Siamese cast	66	..Pridi	.....b4/5/41
Leopard Men of Africa (T)A.	Natives and animals	65	..Select	.....b7/6/40
Let George Do It (C)F.	Geo. Formby-Phyllis Calvert	72	..Film All.	.b10/26/40
Lilac Domino (Mu)F.	Michael Bartlett-June Knight	95	..Select	...b12/14/40
Merry Wives (Czech) (H-D)A.	Czech cast	80	..Lloyd	.....b2/1/41
Murder in the Night (D)A.	Jack LaRue-Sandra Storme	58	..Film All.	.b7/20/40
No Greater Sin (D)	Leon Ames-Luana Walters		University	a5/17/41
Torso Murder Mystery (My)A.	Bruce Cabot-Marta Labarr	70	..Ziehm	...b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks.	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday.	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit.	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle	Fair	17	5/24/41
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife.	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights	Poor	10	5/24/41
2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/ 1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West.	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2756	Kitty Gets the Bird		7	Not Rev.
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

COLUMBIA 1940-41 (Cont.)

		Comment	Running Time	R

PHANTASIES CARTOONS (8)

2705	Cute Recruit		6	N
2702	Happy Holidays		6	N
2703	Little Theatre		6	N
2701	Schoolboy Dreams	Cute	7	1
2704	There's Music in Your Hair		7	N

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	1
2852	No. 2 (Don Wilson)	Very Good	10	1
2853	No. 3 (Ken Murray)	One of the Best	9	N
2854	No. 4 (Ken Murray)		10	N
2855	No. 5 (Bob Hope)	Excellent	10	2
2856	No. 6 (Larry Simms)	Good	10	3
2857	No. 7 (Ken Murray)		10	N

STOOGE COMEDIES (8)

2407	All the World's a Stooge.	Typical	16	3
2404	Boobs in Arms		18	N
2403	Cookoo Cavaliers	Silly	17	1
2406	Dutiful But Dumb		16½	N
2401	From Nurse to Worse	A Dud	17	1
2402	No Census, No Feeling		18	N
2405	So Long Mr. Chumps	Slapstick	20	3

WASHINGTON PARADE (6)

2901	The Mint		10	N
2904	The Spirit of 1941	Fair	10	4
2902	U. S. Military Academy		10	N
2903	U. S. Naval Academy	Splendid	10	2

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1
2807	Diving Thrills		11	N
2802	Hunting Wild Deer	Fair	9	11
2804	Ice Capers	Very Good	10	3
2806	Jungle Archer	Very Good	11	2
2801	Master of Cue	Billiard Fans.	10	1
2805	Splits, Spares and Strikes.	For Bowlers	10	3

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	2
W-83	Fishing Bear	Clever	8	2
W-94	Gallopin' Gals	Excellent	8	1
W-93	Homeless Flea	Cute	8	1
W-85	Home on the Range	Cute	9	9
W-82	Mad Maestro	Good	8	1
W-89	Milky Way	Cute	8	2
W-92	Papa Gets the Bird	Cute	8	9
W-81	Peace on Earth	Sure "Must"	8	12
W-84	Puss Gets the Boot	Good	9	3
W-86	Rainy Day		8	N
W-91	Romeo in Rhythm	Misses Fire	8	9
W-87	Swing Social	Clever	8	6
W-88	Tom Turkey and His Harmonica Humdinger.	Fair	7	7

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9
P-3	Jack Pot	One of the Best.	19	3
P-2	Know Your Money	Excellent	21	2
P-1	Pound Foolish	Excellent	20	1
P-6	Soak the Old	Very Good	20	9
P-4	Women in Hiding	Excellent	22	7

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10
M-78	Door Will Open	Unusual	11	3
M-73	Failure at Fifty	Excellent	10	10
M-74	Mendelssohn's Wedding March	For Romanticists	11	11
M-75	Miracle at Lourdes	Excellent	11	1
M-77	Old South	Interesting	10	2
M-71	Rumba Rhythm	Entertaining	10	9
M-79	Servant of Mankind	A Trailer	9	6
M-76	Where Turf Meets Surf	Fair	10	2

OUR GANG (8)

C-134	Alfalfa's Double	Chuckleseme	11	2
C-136	All About Hash	Fair	11	6
C-135	Big Premiere	Poor	10	3
C-138	Bubbling Troubles	Has Laughs	11	7
C-131	Captain Spanky's Showboat	Funny	10	10
C-132	Dad For a Day	Good	11	11
C-137	New Pupil	Poor	11	4
C-133	Time Out for Lessons	Fair	11	12

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9
K-128	Dreams	Interesting	10	12
K-121	Forgotten Victory	Interesting	9	12
K-123	Hidden Master	Fair	10	4
K-125	Trifles of Importance	Very Good	10	7
K-127	Utopia of Death	Interesting	10	11
K-124	Way in the Wilderness	Fine	10	7
K-122	XXX Medico	Excellent	10	4

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7
S-107	Domineering Male	Excellent	10	9
S-113	Football Thrills of 1939	For Grid Fans.	10	9
S-101	Let's Talk Turkey	Swell	10	11
S-104	Maintain the Right	Very Good	10	1
S-112	Please Answer	Very Good	9	9
S-103	Romance of the Potato	Good	9	12
S-102	Ski Birds	Excellent	8	11
S-111	Social Sea Lions	Novel	9	7
S-108	Spots Before Your Eyes.	Excellent	10	6
S-106	Stuffie	Swell	11	3
S-105	What's Your I.Q.?	Good	7½	9
S-109	What's Your I.Q.? No. 2.	Good	9	7

MGM 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
ROBERT BENCHLEY (4)			
Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECTS			
Flag Speaks	A Must	19	57 4/40
Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Filling on Colombia	Standard	8	4/27/40
Bay on Treasure Island	Colorful	10	9/ 9/39
And of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Saint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Spa, Pride of Pleasing	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

1940-41

CARTOONS (18) (Tech.)			
Abu the Bul-Bul Ameer	Excellent	8	4/ 5/41
Goose Goes South		8	Not Rev.
Little Mole	Very Good	8	5/17/41
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
Prospecting Bear	Funny	9	4/ 5/41
Rookie Dear		8	Not Rev.
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
Forbidden Passage	Tops	21	3/ 1/41
Respect the Law	Very Good	20	2/ 1/41
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Battle, The		10	Not Rev.
Great Meddler	Very Good	10	1/ 4/41
Happiest Man on Earth	Unusual	10	2/ 1/41
More About Nostradamus	Timely	11	2/22/41
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Baby Blues	Very Good	10	4/ 5/41
Fightin' Fools	Good Fun	10	2/ 1/41
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
1-2-3 Go	Amusing	10	5/17/41
Waldo's Last Stand	Flimsy	10	11/ 9/40
Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
More Trifles of Importance	Excellent	11	4/ 5/41
Out of Darkness	Significant	10	5/10/41
Whispers	Excellent	10	2/22/41
Willie and the Mouse		10	Not Rev.
PETE SMITH SPECIALTIES (14)			
Aeronutics	Satisfactory	10	5/17/41
Memory Tricks	Amusing	9	4/ 5/41
Penny to the Rescue	Excellent	10	2/ 1/41
Quicker'n a Wink	Excellent	10	11/ 9/40
Quiz Biz	Entertaining	10	2/22/41
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska	Usual	10	4/ 5/41
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky	Good	10	5/10/41
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call	Out-dated	10	2/ 1/41
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade	Fair	10	3/ 1/41
Yosemite the Magnificent		10	Not Rev.

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COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Kick in Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
Snubbed by a Snob	Cute	7	5/18/40
You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans	10	8/26/39
Blue Barron & Orch.	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average	10	12/16/39
Jimmy Dorsey & Orch.	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Fio Rito & Orch.	Good	11	11/11/39
Pinky Tomlin & Orch.	Entertaining	11	8/17/40

PARAMOUNT 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (10)				
V9-3	Bits of Life	Misses Fire	11	12/16/39
V9-2	Busy Little Bears	Splendid	10	11/11/39
V9-9	Dangerous Dollars	Informative	11	7/13/40
V9-7	Not So Dumb	Excellent	10	3/23/40
V9-6	Pictorial	Interesting	10	2/24/40
V9-10	Pictorial No. 2	Satisfactory	10	8/24/40
V9-1	Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5	Sugar Wind	Good	10	2/ 3/40
V9-8	Television Preview	Interesting	10	5/18/40
V9-4	Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)				
E9-10	Doing Impossikible Stunts	Good	7	8/17/40
E9-3	Females Is Fickle	Good	7	3/23/40
E9-9	Fightin' Pals		7	Not Rev.
E9-5	Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1	Never Sock a Baby	Good	6	11/18/39
E9-8	Nurse Mates	Fair	7	7/13/40
E9-6	Onion Pacific	Satisfactory	7	6/ 8/40
E9-12	Puttin' On the Act	Poor	7	8/24/40
E9-2	Shakespearian Spinach	Funny	7	2/ 3/40
E9-4	Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11	Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7	Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)				
J9-1	No. 1	Very Good	10	9/23/39
J9-2	No. 2	Very Interesting	10	11/25/39
J9-3	No. 3	Interesting	10	1/27/40
J9-4	No. 4	Exceptional	10	2/24/40
J9-5	No. 5	Very Good	10	5/ 4/40
J9-6	No. 6	Good	11	7/13/40
SPORTLIGHTS (13)				
R9-5	Aqua-Rhythm	Good	10	11/18/39
R9-10	Blue Streak	Excellent	10	5/ 4/40
R9-7	Bowling Skill	Very Good	10	2/ 3/40
R9-3	Catching Whoppers	Thrilling	10	9/23/39
R9-12	Cradle of Champions	Excellent	10	6/15/40
R9-4	Dog Is Born	Excellent	10	11/ 4/39
R9-2	Desert Adventure	Excellent	10	9/23/39
R9-8	Human Fish	Excellent	10	2/24/40
R9-1	Hydro-Maniacs	Exciting	10	8/26/39
R9-6	Judo Experts	Excellent	10	1/20/40
R9-11	Playmates of the Wild	Unique	10	5/18/40
R9-13	Sink or Swim	Very Good	10	7/13/40
R9-9	Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)				
B9-5	Foul Ball Player	Fair	7	6/ 8/40
B9-9	Fulla Bluff Man	Fair	7	8/24/40
B9-3	Granite Hotel	Good	7	5/18/40
B9-11	Pedagogical Institution		7	Not Rev.
B9-10	Springtime in the Rockage		7	Not Rev.
B9-6	Ugly Dino	Cute	7	7/13/40
B9-2	Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4	Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8	Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1	Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12	Way Back When Women Had Their Weigh		7	Not Rev.
B9-7	Wedding Belts		7	Not Rev.
SYMPHONIC (3)				
D9-1	Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2	Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3	William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)				
L9-1	No. 1	Good	11	10/14/39
L9-2	No. 2	Fair	11	12/16/39
L9-3	No. 3	Good	11	2/ 3/40
L9-4	No. 4	Interesting	10	5/ 4/40
L9-5	No. 5	Good	10	5/18/40
L9-6	No. 6	Interesting	10	8/16/40

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ANIMATED ANTICS (10)				
H0-4	Bring Himself Back Alive	Good	7	12/21/40
H0-1	Dandy Lion	Poor	7	10/ 5/40
H0-3	Mommy Loves Poppy	Average	7	11/23/40
H0-2	Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7	Speaking of Animals	Excellent	9	3/15/41
H0-8	Triple Trouble	Just Fair	7	5/10/41
H0-6	Twinkletoes Gets the Bird		7	Not Rev.
H0-5	Wild Oysters	Unusual	7	2/15/41
H0-9	Zero, the Hound		7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)				
M0-4	Delhi	Good	11	4/ 5/41
M0-5	Indian Durbar	Gorgeous	10	5/10/41
M0-1	River Thames—Yesterday	Beautiful	10	11/23/40
M0-2	Sacred Ganges	Dull	10	1/25/41
M0-3	Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)				
G0-3	All's Well	Silly	7	1/18/41
G0-2	Constable	Satisfactory	7	11/23/40
G0-1	King For a Day	Fair	7	10/26/40
G0-5	Swing Cleaning	Fair	7	4/19/41
G0-4	Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)				
A0-5	Bob Chester & Orch.	Average	10	4/ 5/41
A0-4	Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2	Listen to Larry	Satisfactory	10	11/ 2/40
A0-3	Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1	Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40

PARAMOUNT 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MADCAP MODELS (6) (Tech.)				
U0-2	Dipsy Gipsy	Very Good	9	4/19/41
U0-3	Hoola Boola		9	Not Rev.
U0-1	Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)				
V0-3	Breezy Little Bears	Excellent	10	1/18/41
V0-1	Nature's Nursery	Excellent	10	11/ 2/40
V0-4	Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2	Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)				
E0-4	Eugene, the Jeep	Funny	7	12/ 7/40
E0-8	Flies Ain't Human	Fair	7	4/19/41
E0-2	My Pop, My Pop	Amusing	7	11/ 2/40
E0-7	Olive's Sweepstake Ticket		7	Not Rev.
E0-9	Popeye Meets Rip Van Winkle	Fair	7	5/10/41
E0-1	Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5	Problem Pappy	Fair	7	1/25/41
E0-6	Quiet Pleeze	Very Good	7	3/22/41
E0-3	With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)				
J0-1	No. 1	Good	10	10/ 5/40
J0-2	No. 2	Interesting	10	11/23/40
J0-3	No. 3	Interesting	10	12/21/40
J0-4	No. 4	Usual	10	3/22/41
J0-5	No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)				
S0-3	Crime Control	Excellent	11	4/19/41
S0-4	Forgotten Man		10	Not Rev.
S0-1	Trouble With Husbands	Great Fun	11	11/16/40
S0-2	Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)				
FF0-1	Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)				
R0-6	Acrobatic Aces	Excellent	10	1/25/41
R0-8	Canine Sketches	Fine	10	3/22/41
R0-1	Diving Demons	Beautiful	10	10/ 5/40
R0-5	Feminine Fitness	Very Good	10	12/21/40
R0-7	Fishing Fever	Appealing	10	3/22/41
R0-4	Marine Round-up	Excellent	10	12/ 7/40
R0-3	Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-10	On the Spot	Funny	10	5/10/41
R0-2	Sporting Everglades	Very Good	10	10/26/40
R0-9	Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)				
L0-1	No. 1	Good	10	10/ 5/40
L0-2	No. 2	Interesting	10	12/ 7/40
L0-3	No. 3	Good	10	2/15/41
L0-4	No. 4	Good	11	3/29/41

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DISNEY CARTOONS (18) (Tech.)			
4105	Bill Poster	Very Good	8	5/25/40
4107	Bone Trouble		9	Not Rev.
4103	Donald's Dog Laundry	Very Funny	8	5/25/40
4109	Donald's Vacation	A Scream	8	8/10/40
4114	Fire Chief	Good	8	12/14/40
4113	Goofy's Glider	Excellent	8	12/14/40
4118	Little Whirlwind	Good	8	4/ 5/41
4106	Mr. Duck Steps Out	Swell	8	5/25/40
4112	Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101	Officer Duck	A Scream	8	9/16/39
4115	Pantry Pirate	Very Good	8	2/ 1/41
4110	Pluto's Dream House	Excellent	8	9/14/40
4117	Pluto's Playmate	Excellent	8	3/ 1/41
4108	Put-Put Troubles		7	Not Rev.
4102	Riveters	A Howl	7	5/25/40
4116	Timber	A Howl	8	3/ 1/41
4104	Tugboat Mickey	Excellent	8	5/25/40
4111	Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)				
3401	Act Your Age	Extremely Funny	18	10/ 7/39
3402	Kennedy the Great		19	Not Rev.
3404	Mutiny in the County		17	Not Rev.
3403	Slightly at Sea		16	Not Rev.
3405	'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)				
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205	No. 5 (Chris. Morley)	Good	11	2/10/40
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210	No. 10 (Deems Taylor)	Good	11	6/15/40
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212	No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)				
3704	Bested by a Beard		20	Not Rev.
3703	Scrappily Married		20	Not Rev.
3702	Truth Aches		19	Not Rev.
3701	Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)				
3108	Canada at War	Interesting	18	3/ 9/40
3109	America's Youth—1940	Satisfactory	19	4/13/40
3110	Philippines	Interesting	19	5/11/40
3111	U. S. Navy	Good	19	6/ 8/40
3112	Spoils of Conquest	Good	17	8/10/40
3113	Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)				
3201	Blamed For a Blonde	Very Funny	19	10/ 7/39
3203	Chicken Feed		18	Not Rev.
3202	Coat Tales		18	Not Rev.
3205	Goodness a Ghost		16	Not Rev.
3204	Twincuplets		20	Not Rev.
RAY WHITLEY (8)				
3502	Bandits and Ballads		17	Not Rev.
3504	Coralling a School Marm	Good	20	8/10/40
3501	Cupid Rides the Range	Very Good	18	9/16/39
3503	Molly Cures a Cowboy		19	Not Rev.

RKO-RADIO 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
REELISMS (13)				
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
SPORTSCOPES (13)				
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	8	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

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DISNEY CARTOONS (18) (Tech.)				
14103	Baggage Buster	Hilarious	7	5/10/41
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
14104	Good Time for a Dime	Excellent	8	5/10/41
EDGAR KENNEDY (6)				
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4/12/41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
14209	No. 9 (Alice Marble)	Excellent	11	5/10/41
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13705	Polo Phoney	Good	18	5/17/41
13702	Tattle Talevision	Funny	19	11/16/40
13704	When Wife's Away	Fair	20	4/ 5/41
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41
13110	Crisis in the Atlantic	Timely	18	5/10/41
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
13503	Red Skins & Red Heads	Poor	18	5/10/41
PICTURE PEOPLE (13)				
14401	No. 1	Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41
14409	No. 9	Fair	8	5/17/41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14502	What's Happening in Argentina	Very Timely	10	4/12/41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40
14309	Sword Soldiers	Technical	9	5/10/41

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MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-5	Hollywood Meets the Navy	Timely	10	5/ 3/41
28-4	Los Angeles Examiner Benefit	Fair	10	4/26/41
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)				
510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent(Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

1940-41

ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE				
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1106	Caribbean Sentinel	Good	10	4/26/41
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)				
1601	Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1511	Dog's Dream		7	Not Rev.
1508	Fishing Made Easy	Fair	7	4/26/41
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)	Okay	7	4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1512	Magic Shell		7	Not Rev.
1557	Mississippi Swing	Rhythmic(Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing(Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold	Just a Cartoon	7	4/26/41
WORLD TODAY—QUENTIN REYNOLDS				
1701	Battle of the Atlantic	Timely	10	4/19/41
1702	War in the Desert		10	Not Rev.

UNIVERSAL 1939-40

		Comment	Running Time	Rev Iss
CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7/
4265	Andy Panda Goes Fishing	Fair	9	2/
4266	Kittens' Mittens	Good	9	2/
4262	Life Begins For Andy Panda	Amusing	9	9/
4268	100 Pygmies and Andy Panda	Good	7½	5/
4263	Scrambled Eggs	Cute	8	12/
4264	Sleeping Princess	Good Fun	7	12/
4267	Tom Thumb, Jr.	Cute	8	4/
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not
4352	67—In the Heart of Africa	Very Good	9	10/
4353	68—Funny Birds—Here and There	Excellent	9	10/
4354	69—Playground of the Antilles	Interesting	9	12/
4355	70—Delicacy on a Half Shell	Very Good	9	12/
4356	71—Strange American Animals	Interesting	9	2/
4357	72—Rhodesia	Good	9	4/
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/
4359	74—Barbados	Interesting	9	4/
4360	75—Death Valley	Fascinating	10	4/
4361	76—Pretzels—Goat Farms	Good	9	5/
4362	77—Parlor Buckaroos	Interesting	10	8/
4363	78—Curacao	Timely	9	6
4364	79—Coast of Curiosities		9	No
4365	80—Down El Paso Way		10	No
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion	20	9
4226	Bullets and Ballads	Good	18	2
4228	Folies Parisienne	Just Fair	18	4
4231	Hawaiian Rhythm		18	No
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9
4227	International Revels	Okay Filler	18	4
4230	Naughty Nineties	Pleasing	18	6
4225	Rhythm Jamboree	Fair Vaudeville	18	2
4223	Rhumba Land	Good Vaudeville	18½	12
4224	Snow Follies	Light Fare	19	12
4222	Swing Hotel	Diverting	17	10
4229	Swingin' in the Barn	Rustic Rhythm	19	6
4232	Varsity Vanities	Swing Session	18	8
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9
4372	No. 67	Good	10	10
4373	No. 68	Interesting	9	10
4374	No. 69	Good	9	12
4375	No. 70	Average	9	12
4376	No. 71	Good	9	2
4377	No. 72	Average	9	4
4378	No. 73	Interesting	9	4
4379	No. 74		9	4
4380	No. 75	Good	9	4
4381	No. 76	Good	9½	5
4382	No. 77	Good	9	6
4383	No. 78	Average	9	6
4384	No. 79		9	N
4385	No. 80		9	N

1940-41

CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	11
5249	Dizzy Kitty	So-So	8	1
5246	Fair Today	Good	7	2
5247	Hysterical High Spots in American History	Fair	7	
5243	Knock, Knock	Very Good	8	1
5245	Mouse Trappers	Amusing	7	1
5242	Recruiting Daze	Fair	8	1
5248	Scrub Me, Mama, With a Boogie Beat	Snappy	7	
5244	Syncopated Sioux	Clever	7	1
GOING PLACES (15)				
5351	81—Coast Guard	Interesting	10	
5352	82—Sun Valley	Good	10	1
5353	83—Arizona	Interesting	10	1
5354	84—Melting Pot of the Caribbean	Good	10	1
5355	85—Hunting on Top of the World	Fascinating	9	1
5356	86—South of the Border	Interesting	10	
5357	87—Swankiest Isle in the World	Interesting	10	
5358	88—Deserts of America	Very Good	10	
5359	89—Humorous Tombstones	Amusing	10	
5360	Modern Way Down East		10	N
5361	Trail of Father Kino		10	N
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	
5225	Beat Me Daddy-Eight to the Bar		17	N
5221	Class in Swing	Good Variety	16	1
5222	Congamania	Latin Liveliness	20	1
5228	Jumpin' Jazz		18	N
5227	Music in the Morgan Manner	Entertaining	18	
5229	Shadows in Swing	Average	18	
5224	Tickled Pinky	Rustic Rhythm	18	
5223	Torrid Tempos	Entertaining	18	1
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	1
5372	No. 82	Average	9	1
5373	No. 83	Average	9	2
5374	No. 84	Good	9	1
5375	No. 85	Excellent	9	1
5376	No. 86	Up to Par	9	
5377	No. 87	Good	9	
5378	No. 88	Interesting	9	
5379	No. 89	Interesting	9	
5380	No. 90	Interesting	9	
5381	No. 91	Fair	9	

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)

	Comment	Running Time	Reviewed Issue Of
6 Alex in Wonderland		20	..Not Rev.
7 Double or Nothing	Amusing	20	.. 2/17/40
2 Ice Frolics	Entertaining	20	.. 9/30/39
5 One for the Book	Entertaining	18	..12/30/39
8 Public Jitterbug No. 1		20	..Not Rev.
1 Remember When	Swell	20	.. 9/ 2/39
3 Slapsie Maxie's	Perfect	17	.. 8/26/39
9 Spills for Thrills	Excellent	19	.. 7/ 6/40
4 World's Fair Junior	Just Fair	20	..11/ 4/39
0 Young America Flies	Excellent	22	.. 7/27/40

COLOR PARADE (10)

2 American Saddle Horses	Interesting	10	..11/25/39
0 Famous Movie Dogs	Excellent	10	.. 7/27/40
7 Gun Dog's Life	Sure to Please	10	.. 5/18/40
1 Mechanix Illustrated #1	Good	10	.. 9/ 2/39
3 Mechanix Illustrated #2		10	..Not Rev.
5 Mechanix Illustrated #3	Interesting	10	.. 2/17/40
8 Mechanix Illustrated #4	Interesting	10	.. 6/15/40
6 Men Wanted	Interesting	10	.. 4/13/40
4 New Horizons	Good	10	..12/30/39
9 The Valley	Interesting	10	.. 7/ 6/40

FEATURETS (Tech.) (8)

6 Cinderella's Feller	Excellent	16	.. 6/15/40
1 Monroe Doctrine	Excellent	16	..10/28/39
3 Old Hickory	Outstanding	17	..12/30/39
7 Pony Express Days	Excellent	19	.. 7/ 6/40
2 Royal Rodeo	Entertaining	15	..11/25/39
8 Service with the Colers	Sure-Fire	20	.. 8/31/40
5 Singing Dude	Excellent	18	.. 4/13/40
4 Teddy the Rough Rider	Excellent	19	.. 2/17/40

LOONEY TUNES (16)

8 Africa Squeaks	Hilarious	7	.. 2/24/40
9 Ali Baba Bound		7	..Not Rev.
4 Chewin' Bruin	Amusing	7	.. 6/15/40
6 Film Fan	Excellent	7	.. 1/ 6/40
2 Jeepers Creepers	Funny	7	..10/ 7/39
3 Naughty Neighbors	Good	7	..11/ 4/39
6 Patient Porky	Good	7	.. 8/31/40
4 Pied Piper Porky	Good	7	..11/25/39
0 Pilgrim Porky	Clever	7	.. 4/13/40
5 Porky's Baseball Broadcast	Funny	7	.. 7/ 6/40
1 Porky's Hotel	Good	7	.. 9/ 2/39
7 Porky's Last Stand		7	..Not Rev.
3 Porky's Poor Fish		7	..Not Rev.
5 Porky the Giant Killer		7	..Not Rev.
1 Slap Happy Pappy		7	..Not Rev.
2 You Ought to Be in Pictures	Novel	7	.. 5/18/40

MELODY MASTERS (10)

06 Dave Apollon	Average	10	.. 2/24/40
05 Frances Carroll and the Coquettes	Just Filler	10	.. 1/ 6/40
08 Dipsy Doodler	Swingy	10	.. 5/18/40
10 Woody Herman		10	..Not Rev.
02 Vincent Lopez	Lively	10	.. 9/23/39
09 Ozzie Nelson	Good	10	.. 6/15/40
07 Romance in Rhythm	Satisfactory	10	.. 4/13/40
03 Rubinoff and Orch.	Good	10	..11/ 4/39
01 Swing Styles	Good	10	.. 8/26/39
04 Symphony of Swing	Satisfactory	10	..12/ 2/39

MERRIE MELODIES (26) (Tech.)

16 Bears' Tale		7	..Not Rev.
12 Busy Bakers		7	..Not Rev.
22 Ceiling Hero		7	..Not Rev.
21 Circus Today	Clever	7	.. 7/ 6/40
15 Confederate Honey		7	..Not Rev.
14 Cross Country Detours	A Knockout	7	.. 4/13/40
09 Curious Puppy		7	..Not Rev.
10 Early Worm Gets the Bird		7	..Not Rev.
23 Egg Collector		7	..Not Rev.
13 Elmer's Candid Camera		7	..Not Rev.
06 Fagin's Freshmen	Amusing	7	..11/25/39
05 Fresh Fish	Swell	7	..11/ 4/39
19 Gander at Mother Goose	Good	7	.. 5/18/40
25 Ghost Wanted	Amusing	7	..10/26/40
04 Good Egg		7	..Not Rev.
17 Hardship of Miles Standish		7	..Not Rev.
03 Land of the Midnight Fun	Superb	7	.. 9/23/39
26 Little Blabbermouse	Amusing	7	.. 8/ 3/40
02 Little Lion Hunter		7	..Not Rev.
11 Mighty Hunters	Pleasing	7	.. 2/17/40
08 Screwball Football	Swell Cartoon	7	..12/30/39
01 Sioux Me	Clever	7	.. 9/ 9/39
07 Sniffles and Bookworm	Cute	7	.. 2/24/40
18 Sniffles Takes a Trip		7	..Not Rev.
20 Tom Thumb in Trouble	Cute	7	.. 6/15/40
24 Wild Hare		7	..Not Rev.

SPECIAL RELEASE

Cavalcade of Academy Awards	Fan Appeal	31	.. 5/18/40

VITAPHONE VARIETIES (6)

706 All Girl Revue		7	..Not Rev.
704 No Parking	Fairly Funny	10	.. 4/13/40
703 Organ Novelty	Fair	9	..11/11/39
705 Radio and Relatives		10	..Not Rev.
702 Sword Fishing	Exciting	10	..10/ 7/39
701 Vote Trouble	Laughs	10	.. 8/26/39

1940-41

BROADWAY BREVITIES (9)

202 Alice in Movieland	Superlative	20	..11/30/40
204 Dog in the Orchard	Meritorious	20	.. 1/18/41
208 Hunting the Hard Way	Excellent	20	.. 5/24/41
201 Just a Cute Kid		20	..Not Rev.
203 Mack Sennett Revival		20	..Not Rev.
206 Seeing Eye	Poignant	20	.. 4/ 5/41
207 Sockeroo	Funny	20	.. 5/24/41
205 Take the Air	Entertaining	20	.. 3/ 8/41

ELSA MAXWELL COMEDIES (3)

102 Lady and the Lug		19	..Not Rev.
101 Riding Into Society	T'Ain't Funny	19	.. 8/31/40
103 Throwing a Party		20	..Not Rev.

VITAPHONE 1940-41 (Cont.)

HOLLYWOOD NOVELTIES (10)

	Comment	Running Time	Reviewed Issue Of
6304 History Repeats Itself	Good	10	.. 9/30/39
6301 Football Highlights	Rockne Build-up	10	.. 8/31/40
6303 Mexican Jumping Beans	Very Good	10	..11/30/40
6302 Shark Hunting	Exciting	10	.. 8/ 3/40
6305 Wild Boar Hunt	Exciting	10	.. 3/ 8/41

LOONEY TUNES (16)

6601 Calling Dr. Porky		7	..Not Rev.
6607 Haunted Mouse	Very Good	7	.. 3/15/41
6608 Joe Glow the Firefly		7	..Not Rev.
6602 Pre-Historic Porky	Clever	7	..11/ 2/40
6611 Porky's Ant	Good	7	.. 5/24/41
6609 Porky's Bear Facts	Amusing	7	.. 4/ 5/41
6604 Porky's Hired Hand	Good	7	..12/28/40
6610 Porky's Preview	Amusing	7	.. 4/26/41
6606 Porky's Snooze Reel		7	..Not Rev.
6603 Sour Puss	Satisfactory	7	..11/30/40
6605 Timid Toreador	Good	7	.. 1/18/41

MELODY MASTERS (10)

6506 Cliff Edwards and His Buckaroos	Fair	10	.. 3/ 8/41
6505 Henry Busse & Orch.	Good	10	..11/30/40
6504 Skinny Ennis & Orch.	Good	10	..12/28/40
6503 Jan Garber & Orch.		10	..Not Rev.
6508 Marie Green & Her Merrie Men	Lively	10	.. 5/ 3/41
6509 Hal Kemp & Orch.	Just a Band	10	.. 5/24/41
6501 Matty Malneck	Snappy	10	.. 8/ 3/40
6507 Freddie Martin & Orch.	Fair	10	.. 4/ 5/41
6502 Joe Reichman & Orch.	Excellent	10	..11/ 2/40

MERRIE MELODIES (26) (Tech.)

6706 Bed Time for Sniffles		7	..Not Rev.
6713 Cat's Tale	Good	7	.. 4/ 5/41
6712 Crackpot Quail		7	..Not Rev.
6709 Elmer's Pet Rabbit	Funny	7	..12/28/40
6718 Farm Frolics	Excellent	7	.. 5/24/41
6710 Fighting 69½	Good	7	.. 1/18/41
6704 Good Night Elmer		7	..Not Rev.
6715 Goofy Groceries	Novel	7	.. 4/ 5/41
6703 Holiday Highlights	Swell Satire	7	..11/ 2/40
6719 Hollywood Steps Out		7	..Not Rev.
6701 Malibu Beach Party	Grade A	7	.. 8/31/40
6707 Of Fox and Hound		7	..Not Rev.
6708 Shop, Look and Listen	Good	7	..12/28/40
6711 Sniffles Bells the Cat	Fair	7	.. 3/15/41
6702 Stage Fright	Satisfactory	7	..10/26/40
6714 Tortoise Beats the Hare	Amusing	7	.. 4/ 5/41
6716 Toy Trouble	Good	7	.. 5/ 3/41
6717 Trial of Mr. Wolf	Very Good	7	.. 4/26/41
6705 Wacky Wildlife	Funny	7	..12/ 7/40

TECHNICOLOR SPECIALS (6)

6001 Flag of Humanity	Splendid	20	..10/26/40
6002 March on Marines	Excellent	20	..12/28/40
6003 Meet the Fleet	Excellent	20	.. 1/18/41
6004 Wings of Steel	Excellent	20	.. 5/ 3/41

SPECIAL SUBJECTS

Christmas Under Fire	Heart Appeal	10	.. 1/18/41
London Can Take It	Powerful	10	..10/26/40

SPORTS PARADES (10)

6407 Big Bill Tilden	For Tennis Fan	10	.. 5/ 3/41
6404 California Thoroughbreds	Interesting	10	..12/28/40
6403 Diary of a Racing Pigeon	Interesting	10	..12/ 7/40
6402 Dogs You Seldom See	Good Novelty	10	.. 8/31/40
6405 Fight, Fish, Fight	Thrilling	10	.. 3/ 8/41
6401 Fly Fishing	For Anglers	10	..10/26/40
6406 Sky Sailing	Interesting	10	.. 4/ 5/41

MISCELLANEOUS

Aida (Guaranteed)	For Music Lovers	9	.. 5/11/40
Alive in the Deep (Prod.)	Exciting	22	.. 5/24/41
Heroic Greece (Norton)	Timely	10	.. 3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	..11/16/40
Man the Enigma (Prod.)	Informative	25	.. 5/24/41
Norway's Fate (Hoffberg)	Fair	10	.. 5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	.. 1/13/40
Our Constitution (Prod.)	Inspiring	19	.. 5/ 3/41
Our Declaration of Independence (Prod.)	Timely	19	.. 5/ 3/41
Paper Hanger (King of Comedy Pictures)	Delightful	19	.. 3/ 2/40
Xochimilco (Atlas)	Entertaining	11	.. 1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
Spider Returns	15 Chaps.	5/10/41
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

THE MOST COMPLETE ACCURATE UP-TO-DATE

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Seven pages are devoted EACH WEEK to a Complete Listing Features for the Past Year Shorts for the Past Two Seasons

One of the Many Week-In, Week-Out Services of

SHOWMEN'S TRADE REVIEW

Public Approval!

THE DALLAS MORNING NEWS
Dallas, Texas

New Equipment Installed at Palace Theater

With the opening of the Jack Benny-Fred Allen-Mary Martin picture, Love Thy Neighbor, Palace patrons will enjoy new sound and new screen improvements in the theatre.

Installation of new projection machines in the booth, a new sound system throughout the theatre and a new screen of latest design was completed this week, and these improvements will be brought into complete use for the first time Wednesday.

Elmer Zrenner, technical engineer for Interstate Circuit, supervised the installation of the improved equipment after having made a trip to New York to select the units. National Theatre Supply Company installed the equipment.

The new Simplex E-7 projection machines in the booth enable the motion picture operator to perform his duty more efficiently. In addition, the images are more clearly defined on the screen, the light is steadier, all blur is eliminated and the light is "whiter" and more brilliant than has been possible in the past.

The sound system has been improved and amplified by the addition of new speakers, built especially for the acoustical problems of the Palace. Sound is clearer and is uniform throughout the house. Research developments also have made possible richer tone in the musical numbers, a point that will be clearly demonstrated in the several songs in Love Thy Neighbor.

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E-7

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JUN - 3 1941

SHOWMEN'S TRADE REVIEW

FILE
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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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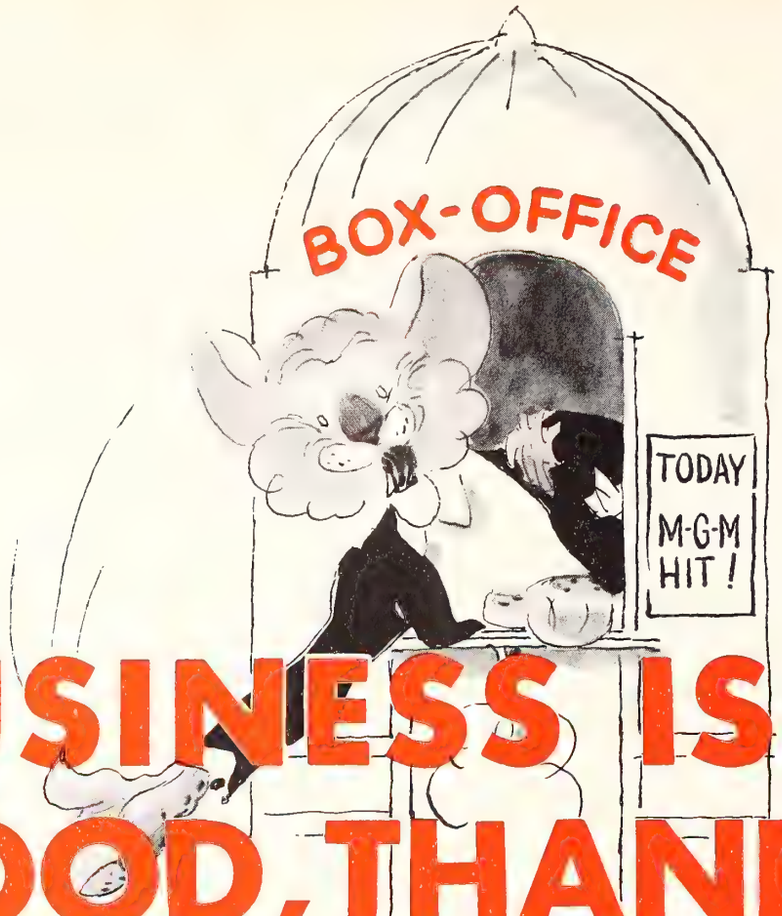
DIVISION



Charles W. Koerner

Vol. 34 No. 19

May 31
1941



"BUSINESS IS VERY GOOD, THANK YOU!"



PREVIEW OF CLARK'S NEW PICTURE!

Raves! Just raves! Fox Theatre, Pomona, rocks audience with comedy and thrills of Clark Gable, Rosalind Russell in "Unholy Partners" (*title to be changed*).



"ZIEGFELD GIRL" SETS RECORD FOR HOLD-OVERS!

Three weeks at N. Y., Chicago, Frisco, Detroit, Buffalo, Oakland, Seattle, Denver, Worcester, Louisville. Two weeks in dozens of other spots!



"LOVE CRAZY" IS OFF TO A FAST START!

As predicted, just what the public craves today, the funniest film ever made and William Powell, Myrna Loy were never better!



JOAN'S 3rd WEEK AT CAPITOL, N. Y.

"A Woman's Face" starring Joan Crawford and Melvyn Douglas, packs big Capitol 3rd week! Held over 2nd week Pittsburgh, Detroit, Denver, Cleveland, Worcester, 'Frisco and more!



WOW! MARX COMEDY IS A HONEY!

At Huntington Park, Calif., preview audience rolled in the aisles at first showing of "The Big Store," big new Marx Bros. musical comedy with Tony Martin, gorgeous gals, and song hits!



WAIT TILL YOU SEE "BILLY THE KID"!

Screen it and see for yourself Robert Taylor in the biggest outdoor Technicolor sensation since "Northwest Passage."

The Editorial Page

howmanship, Hog-tied

George Skouras was speaking. And rarely have we ard so many truths come from the mouth of an indus- y executive. He was answering a question put to him a well known newspaper man who wanted to know hy business is so bad right now.

"Theatre managers," said Skouras, "because of the uble feature policy have found themselves shorn of all sire to inject showmanship, potent selling campaigns, to their activities. Every theatre shows the same pic- res and in most instances the same combination start- g with the first runs and going right down the line."

Skouras is right. How can any theatre manager work enthusiasm for a particular picture and make that irit shine through his advertising and exploitation? he key runs start off with a combination of two pic- res and by the time that combination reaches the ajority of theatres the attraction has lost its lustre.

The solution to ninety per cent of this industry's oblems lies in the elimination of the double feature il. And until the industry, as a whole, does something out it, the doldrums will continue unabated even ough accompanied by some slight or occasionally arked fluctuation at the box office.

So deep rooted is the double feature that its effect is lt from the beginning of production and continues ght down to the very last run. With it, hand in hand, the gags, gadgets and games that have reached and assed the saturation point and which in the vast majority situations are having no noticeable effect at the box fice. The public has grown weary of the games and gs and has settled down to a lethargy brought about by o much screen fare at one sitting.

When they get too weary they simply stop coming to e movies until the urge comes over them again. In e meantime other forms of amusement and relaxation t a glorious chance and does capture their interest.

▲ ▲ ▲

Good Neighbors

Speaking of George Skouras reminds us to call to your tention the idea through which he and his theatres e doing a magnificent job of spreading good will for e good neighbors in Central and South America.

We were privileged to visit one of the Skouras theatres here a very impressive lobby display was selling the od neighbor creed in real showmanship style, and in hich the thought behind the effort was as striking as e execution of the spectacular display conveying it.

Add MPTOA Convention

Recently we have been expressing some candid views as to how the MPTOA convention in Los Angeles might be made an event of lasting value to exhibitors.

To the views previously set forth on this page we might add a few more. For example, why not invite the men operating the most successful theatres outside of key cities to come and tell their brother exhibitors how they made a success of their theatres.

Other successful operators might enlighten the assembled theatremen on how they book their pictures, what to avoid on certain days, what to seek for others, how they built up their family nights, wherein lie the values or the pitfalls.

Smart show-sellers should be sought out and brought to the convention at all costs and asked to bring with them a wide assortment of the advertising material they used in building up a successful business.

These are the things the exhibitors should and would listen to—not a lot of hot air about things in which they have only the slightest interest. These are critical times when all theatremen are anxious to know what to do and how to do it.

▲ ▲ ▲

Lick The Seat Tax

ASCAP received another important set-back from the United States Supreme Court. This, added to what happened to it in radio, amounts to what might be termed a swift kick in the pants.

ASCAP, in our opinion, is getting what it deserves and the next swift kick should come from the theatre owners who have been paying through the nose for years on what we consider the unwarranted seat tax. This tax originally came into being when theatres employed orchestras and organists and had full control of the music played in their houses.

To continue such a tax in theatres now employing no musicians is an outrage. We doubt that any court would sustain ASCAP under existing circumstances because the music now played in theatres was paid for when recorded and the exhibitor has no control whatsoever over its use in his theatre.

Exhibitor organizations engaged in all other forms of litigation might try making a test case of the seat tax because we believe the cost of such a case would pay handsome dividends to the theatremen by relieving them of the charge now exacted by ASCAP.

—"CHICK" LEWIS

REPUBLIC SALES CHIEFS GATHER





Upper picture shows Eastern Regional Sales Meeting at New York Athletic Club. Seated, from left to right: Morris Epstein, New York branch manager; Sam Seletsky, New Haven branch manager; J. R. Grainger; Nat L. Lefton, Cleveland and Cincinnati franchise holder; Sam P. Gorrel, Cleveland manager; and G. C. Schaefer, Republic vice-president and general manager. Standing, front row: S. Borus, contract department head; Jack Bellman, Buffalo branch manager; Jake Flax, Washington, D. C. franchise owner; M. E. Morey, Boston branch manager; Lloyd Rust, Dallas branch manager; Max Gillis, Philadelphia branch manager; George Flax of Washington branch; George H. Kirby, Cincinnati branch manager; and Walter Titus, home office representative. Standing, back row: J. J. O'Connell, Accounting Department head; Sam Seplowin, Detroit branch manager; Sidney Picker, New York office manager; Sam A. Fineberg, Pittsburgh franchise owner; Arthur Newman, Albany branch manager; A. L. Pindat, home office special representative; Al Gregg, Cleveland branch publicity man; John P. Curtin, home office special representative. The lower picture shows the regional meeting held in Los Angeles. Left to right are Sid Weisbaum, branch manager in San Francisco; J. T. Sheffield, franchise holder in the Northwest; Francis Bateman, Los Angeles branch manager; Frank Soule, Western Division auditor; Gene Gerbase, branch manager in Denver; seated—James R. Grainger, Republic president and general sales manager.

Rep. Holds Regional Meets

Republic will produce eight features, seven westerns and one serial in the first quarter of the 1941-1942 season, it was announced Tuesday at the regional sales meeting of the Eastern and Central districts, at the New York Athletic Club. Features will include:

"A Lady for a Night," "Mountain Moonlight," "Hurricane Smith," "Navy Blue Eyes," "Argentine Holiday," "Pardon My Stripes," "The Devil Pays Off," and "Gobs in Blue." The seven westerns will consist of:

Gene Autry and Smiley Burnette in "Sierra Sue," Roy Rogers and George "Gabby" Hayes in "Jesse James at Bay" and "South of Santa Fe," the Three Mesquiteers in "Empty Saddles," and "Gauchos of Eldorado," and Don "Red" Barry in "Death Valley Outlaws," and "The Apache Kid." The ex-All American football halfback "Slingin" Sammy Baugh is featured in "King of the Texas Rangers," the streamlined serial in 12 episodes.

H. J. Yates and J. R. Grainger, president, discussed production and sales policies, with special emphasis on the first quarter of the new season. Other executives present were:

G. C. Schaefer, vice president and general manager; J. J. O'Connell, head of the accounting department; S. Borus, chief of the contract department and Charles Reed Jones, director of advertising and publicity.

Branch managers and franchise holders in attendance included:

A. L. Pindat and John P. Curtin, special representatives; Arthur Newman, Albany; M. E. Morey, Boston; Jack Bellman, Buffalo; Sam Seletsky, New Haven; Morris Epstein, New York; Nat L. Lefton, franchise owner; Sam P. Gorrel, Cleveland; George H. Kirby, Cincinnati; Max Gillis, Philadelphia; J. H. Alexander and Sam A. Fineberg, franchise owners, Pittsburgh; Jake Flax, franchise owner of Washington, D. C., and Sam Seplowin, Detroit.

Yates and Grainger flew from Hollywood to Chicago last week to conduct a two-day regional sales meeting at the Drake Hotel, Chicago, for branch managers and franchise holders of the entire southern and middle-west divisions. Present were the following franchise holders: A. C. Bromberg, Sol Davis, Gilbert Nathanson and R. F. Withers. Branch managers included:

Lloyd Rust, Dallas; Henry Glover, Atlanta; Harold Laird, Tampa; L. V. Seicshnaydre, New Orleans; W. M. Snelson, Memphis; J. H. Dillon, Charlotte; Wm. Baker, Chicago; J. G. Frackman, Milwaukee; L. W. Marriott, Indianapolis; Nat Steinberg, St. Louis; F. R. Moran, Des Moines; Carl Reese, Omaha.

Anti ASCAP Laws Upheld

Drive for State Measures Seen as Decision Result

Possible relief from the ASCAP tax by means of State legislation was seen this week as the Supreme Court in Washington decided that Florida and Nebraska were both within their rights in passing laws against the music society. The implication to be drawn from the decision is that other states would also be justified in doing so. As a result, a vigorous campaign is expected in several States to enact similar measures. Already, Kansas, Washington and North Dakota have anti-ASCAP laws similar to those upheld by the high court.

The gist of the Court's opinion was that a state's power to prohibit combinations of copyright owners cannot be upset in the absence of Federal legislation to the contrary. The Court stated through Associate Justice Hugo Black, "We find nothing in the copyright laws which purports to grant to copyright owners the privilege of combining in violations of otherwise valid Federal and state laws." The Florida law, specifically does not contravene the copyright laws of the United States, the Court decided.

The validity of the laws themselves was the only subject covered in the Supreme Court's opinion, which passed over many questions involved, stating that cases arising under the separate sections and paragraphs of the laws could be decided as they arise. Such decisions would preferably be made in state courts, but "Any Federal questions that are properly presented can be brought here," Justice Black's opinion said.

The decision was unanimous so it is unlikely that ASCAP would be granted a rehearing, if it sought one.

20th Sales Meet Set For N. Y.

Twentieth Century-Fox will hold its annual sales convention at the Waldorf-Astoria Hotel, New York City, on July 9, 10 and 11, according to an announcement this week by Herman Wobber, general sales manager.

Approximately 350 district managers, branch managers, salesmen and bookers of the company's 37 branch offices in the United States and Canada will attend the three-day meeting.

Major Bowes Quits As Capitol Managing Director

Major Edward Bowes, managing director of the Capitol Theatre, New York, since its opening in 1919, has resigned, effective June 1. The resignation was necessitated by the many demands upon Major Bowes' time in his radio work. His Sunday broadcast of the Capitol Family will be discontinued for the Summer.

HERE'S HOW IT'S DONE



Harry C. Arthur, Jr., Fanchon and Marc executive, while on a visit to the Re public Studios, is taken in hand by Jud Canova, who explains to him the actio in a scene being shot for "Puddin' Head by Director Joseph Santley.

M. H. Hoffman to Make 26 for Liberty National

M. H. Hoffman has formed th Liberty National Pictures Corp. an will produce 26 features during 1941 1942, he announced this week. Hoff man retired temporarily after th death of his son. The New Yor office will be located in the RK(Building, 1270 Sixth Avenue. Prc duction details will be announce shortly.

CHARLES W. KOERNER

(The Man on the Cover)

Recently promoted to the post of ger eral manager of RKO Theatres. At press conference in New York this weel Koerner said he would not appoint h successor as West Coast Division Mar ager until Fall. He expressed optimist views of improved theatre attendanc for the near future; ascribed currer slump in theatre going to the fact tha the public does not appear to b "amusement-minded," because peop are either uncertain as to the futur or, as in the industrial centers, the are too busy to attend the movies.

SHOWMEN'S Trade Review
Vol. 34, No. 19 May 31, 194

Title and Trade Mark Reg. U. S. Pat. O

Published every Friday by Showmen Trade Review, Inc., 1501 Broadway, Ne York City. Telephone BRyant 9-560(Charles E. "Chick" Lewis, Editor an Publisher; Tom Kennedy, Associate Ed tor; Robert Wile, Managing Editor; Josep H. Gallagher, Film Advertising Manage Harold Rendall, Equipment Advertisin Manager; West Coast Office, Guarant Bldg., 6331 Hollywood Blvd., Hollywoo Calif., Telephone HOllywood 1390, An Lewis, manager; Chicago Representativ Marshall Reinig, 612 North Michiga Ave., Telephone Superior 7646; Londo Representative, Milton Deane, 185 Fle St., London E.C. 4; Australian Represen tative, Gordon V. Curie, Civic Theatr Adelaide, South Australia. Subscriptio rates per year; $2.00 in the Unite States and Canada; Foreign, $5.00. Sing copies, ten cents. Subscribers should rem with order. Entered as second class matte February 20, 1940, at the Post Office New York, N. Y., under the Act of Marc 3, 1879. Contents copyrighted 1941 b Showmen's Trade Review, Inc. Printe in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

June 6: Film Bookers Club of Chicago annual dinner-dance, Sherman Hotel.
June 8-12: MPTOA annual convention, Los Angeles.
June 8-12: PCC of ITO annual convention, Los Angeles.
June 9-11: 20th Century-Fox Annual Sales Convention, Waldorf-Astoria Hotel, New York.
June 11-13: New Jersey Allied convention, Ritz Carlton Hotel, Atlantic City.
June 16-19: RKO Sales Convention, Waldorf-Astoria, New York.
June 24: Boston Variety Club charity ball.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Browne and Bioff Indicted by U.S.

Charged With Extortion Of $550,000 From Producers

U. S. District Attorney Mathias F. Correa of New York has announced that the inquiry that resulted in the indictment on charges of extortion of George E. Browne, IATSE president, and Willie Bioff, his personal agent, would be continued by the FBI. Four major film companies were said to have been mulcted of about $550,000 by the two men, according to charges.

The indictments accused the pair of "extorting" these sums from the four companies and others unknown, on the threat that the entire film industry would be paralyzed by a strike. Victims named in the true bills are 20th-Fox, Paramount, Loew's, and Warners. Federal Judge Murray Hulbert has issued bench warrants for arrest of Browne in Chicago and Bioff in Los Angeles. Thirty years in jail and fines of $30,000 apiece face each defendant if they are convicted.

Loew's Installs Radios For President's Speech

The importance of President Roosevelt's Tuesday address was recognized by Loew's theatres outside of New York when they installed radios in their lobbies to enable patrons to hear the speech.

SILVERSTONE QUITS TO PRODUCE FOR UA



Mary Pickford announced this week that the stockholders of United Artists had relieved Murray Silverstone, chief of world wide operations for the company of his contract, in order to enable him to carry out his desire to form a company for the production of pictures to be distributed by United Artists. Silverstone added that Miss Pickford would be identified with the new company.

5 New Demands For Arbitration

London Settles One of Two Cases in Detroit

Settlement of one of two cases filed by Julius London in the Detroit Tribunal and five new complaints, four concerning clearance and one some run, were filed in various tribunals throughout the country this week.

London withdrew his complaint on behalf of the Midtown Theatre, Detroit, when he was assured that the house would be given every consideration on next season's product as far as clearance is concerned. Paramount, Loew's, Inc., RKO and Warner were parties to the agreement. Another case previously filed by London on behalf of his Booth Theatre is still pending.

Complaints filed elsewhere include the Raritan Theatre, Somerville, N. J., which seeks reduction from 21 days to seven days of the clearance now taken by the Cort Theatre there.

Fred Rowlands, operator of the Parsons Theatre, Columbus, O., in another complaint, characterizes as unfair the seven days' clearance of the Markham Theatre, opposition house, and seeks its reduction.

In a second complaint, Rowlands, on behalf of his Main Theatre, Columbus, seeks reduction of the seven days' clearance of the Eastern Theatre. The five consenting distributors are named as defendants in both of Rowlands' complaints.

Dual complaints were filed also by L. W. Lee of Danville, Va. He demanded some run for the Lea Theatre, Danville, Va., and an adjustment in clearance for the Schoolfield. Major distributors were named in both complaints. In addition, the H. F. Kincey and S. W. Craver Circuits were named.

20 States Send Delegates to MPTOA

Hollywood — Reservations from delegates in 20 States and the District of Columbia have already been received for the MPTOA convention, here, June 9-12. The conclave will be a joint session of the MPTOA and the Pacific Coast Conference of Independent Theatre Owners.

Goldstein, Decker Merge

Louis Goldstein and Sam Decker have formed the Majestic Pictures Dist. Corp., to engage in the distribution of films at the latter's present headquarters, 1928 S. Vermont Avenue, Los Angeles. Goldstein formerly headed Astor Pictures of So. California.

Dave Lipton a Benedict

David A. Lipton, Columbia's advertising and publicity manager, was married to Sylvia Schlang, secretary to Lester Baum, New York City councilman, on Wednesday, in a private ceremony.

10,000 Show Defense Films

Bernhard Hopes for 100% Cooperation in Short Time

Joseph Bernhard, chairman of the theatres' division of the Motion Picture Committee Cooperating for National Defense, announced, this week, that the number of exhibitors cooperating in the campaign has passed the 10,000 mark. Voluntary pledges from theatremen agreeing to show the non-commercial reels approved by the committee are pouring into the group's headquarters daily.

"I am optimistic about having 100 per cent exhibitor membership in a very short time," said Bernhard, "because the movement to share in the work of the committee gains momentum daily. It is highly gratifying to be a part of an industry which shows such enthusiastic patriotism. As soon as an exhibitor understands that he is performing a patriotic duty in running these non-commercial reels, which are furnished gratis through the various departments of the government, he is eager to sign a pledge of cooperation.

"Every film approved for showing in the theatres operated by members carries the tag—'This film is being distributed and exhibited under the auspices of the Motion Picture Committee Co-operating for National Defense.'

"The manner in which these films are covering every phase of the defense effort, can be seen from an analysis of the approved list:—

"'Where Do We Go,' sponsored by the United Service Organizations; 'America Preferred' by the Treasury Dept.; 'Calling All Workers' by the O.P.M.; 'Power for Defense' from National Defense Advisory Commission; and the twelve one-minute trailers provided by the army; 'The Infantry,' 'The Air Corps,' 'The Armored Force,' 'The Coast Artillery,' 'Flying Cadets No. 1,' 'Flying Cadets No. 2,' 'Flying Cadets No. 3,' 'The Field Artillery,' 'Overseas Commands,' 'The Signal Corps,' 'The Medical Department,' 'The Quartermaster Corps.'

"From this list it is obvious that as the work continues, the entire field of the defense effort will be covered, so that through the showing of these subjects, the exhibitors will help in educating the American people to understand the magnitude and importance of the defense effort."

EXHIBITOR VISITS SET



Louis Rome, Baltimore exhibitor, visited the set of Columbia's "Time Out For Rhythm" together with Mrs. Rome and posed with Rudy Vallee, star of the picture. A photograph of Vallee with two other visitors to the Columbia studio was wrongly identified in last week's issue.



THE SENSATIONAL SHOW WITH A THOUSAND SURPRISES!

The show event of the year – a new Disney FEATURE! And what a show! . . . A million wonders to hold you breathless – and a laugh with every one! . . . A novelty picture that becomes one of the outstanding attractions of the screen!

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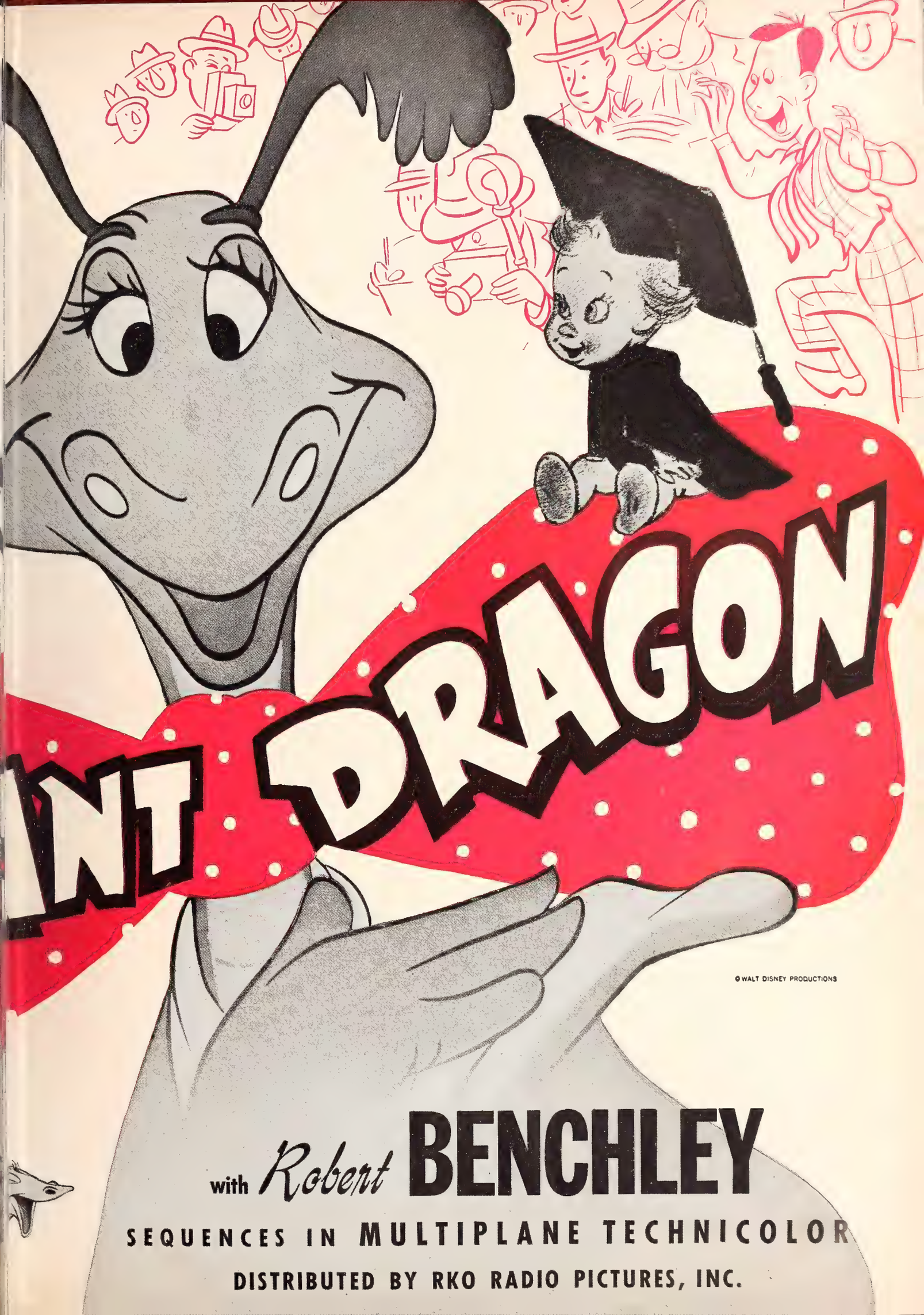
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SEQUENCES IN MULTIPLANE TECHNICOLOR

DISTRIBUTED BY RKO RADIO PICTURES, INC.

Ask Clearance On Drive-Ins

Year's Protection Sought By Allied of Illinois

Chicago—Allied Theatres of Illinois has launched a movement to obtain one year's protection over drive-ins, on behalf of regularly constituted theatres. In effect the organization's action would bar current product for use in the outdoor theatres. Distributors, if they service the drive-ins at all, are requested to sell only the previous season's pictures.

The campaign was launched last week in a resolution passed by Illinois Allied when members expressed their opposition to making current product available to drive-ins. Action is reported to have followed the construction of a drive-in close to theatres in the Chicago metropolitan area and the possibility that others may be built.

The resolution asserted that drive-in theatres were not subjected to as rigorous regulations and license fees as regular motion picture theatres and therefore enjoy a decided advantage. Also, that they were seasonal, present a serious competitive problem and reduce attendance at theatres during the summer months when attendance is at low ebb.

The resolution also stated that unless the runs are limited, the year-around customers of distributors would suffer.

Anti-5-Block Bill Doomed

Detroit—Failure of a Senate Committee to report the Michigan anti-block-of-five bill out of committee, last week, seals its doom, it was reported this week. Only appropriation bills may be considered during the closing two weeks of the current session, it was said.

Appoints Secret Committee

Philadelphia—Allied of Eastern Pennsylvania appointed a secret committee of six, last week-end, to act as consultants on policy with the business manager. Purpose of secrecy is to avoid reprisal.

Shortage of Ushers in Chi.

Chicago—Selective service and the defense program have combined to create a shortage of ushers here. B & K has inserted ads in the classified columns of the dailies, seeking ushers from 16 to 19. Other circuits are similarly affected.

200 AT ANNUAL FILM DAILY GOLF TOURNEY

More than 200 golf and tennis enthusiasts among bigwigs of home office, exchange and exhibitor ranks crowded the Glen Oaks Club, Great Neck, L. I., to participate in the 29th Film Daily Golf Tournament, on Tuesday. Home offices and exchanges in New York were deserted as executives left for the scene of the tourney.

Cut Production Costs Make Entertainment Pleads Cole

Allied Head Talks on Box Office Slump at Board Meeting in Cleveland; Myers Attacks and Lauds Decree

A plea for Hollywood to cut production costs and "make entertainment instead of spectacles," was voiced by Col. H. A. Cole, President of Allied States Association, at a meeting of the Board of Directors of the group in Cleveland this week. The board devoted its consideration primarily to the question of the box office slump, in an effort to determine cause and cure. The fact that other business was booming as a result of the defense program was cited as one reason for the perturbation of theatremen over the fact that their business was not keeping pace. One possible cause for this was voiced by Nathan Yamins, a member of the board, who cited the 1,500,000 in the armed forces and the 1,500,000 girls whom they used to take to the movies, as a total loss to the motion picture theatres.

Among the questions discussed was how the arbitration boards in different sections of the country were working. It was pointed out by Abram F. Myers, chairman of the board and Allied general counsel, that a mass of technicalities has been introduced into some arbitration proceedings by the distributors, thus hamstringing the system. However, it was pointed out that in some sections of the country, notably, it was claimed, where Allied units function, there was complete informality of procedure.

A fair trial for the consent decree was urged by Cole, who expressed the opinion that no further obstructive legislation would be enacted. He did not take up the question of the Minnesota law prohibiting selling in blocks of five.

Myers, in a statement last week, attacked the operation of the consent decree on several counts. At the same time, he noted progress as a result of it, pointing particularly to the settlement of many disputes by agreement before arbitration demands were filed, granting of some run in many instances and voluntary action by distributors to afford relief to exhibitors.

His principal points of attack were complicated technicalities, the narrow dividing line between clearance and run in the decree, the limited scope for remedying grievances, the ineffectiveness of Section XI which was intended to prevent the circuits from expanding and alleged moves by distributors to "transform a simple arbitration into legal tilting contests."

One reason for the fact that there are comparatively few complaints being made is that distributors are adjusting many disputes, especially on the question of some run. Myers himself has advised against filing of complaints in some cases, he said, because of limitations in Section X itself as for example: "the theatre in question was not in existence on the day the decree was signed; the exhibitor operates six theatres instead of five; neither he nor a prior operator of the theatré made a demand in writing between the magic dates specified in the decree; and he did not operate the theatre one year prior to the signing of the decree."

"According to reports," said Myers, "many exhibitors are holding off to observe the conduct and outcome of pending arbitrations before putting their fortunes to the test."

The Board voted to poll patrons in typical theatres to determine what the public wants as to type of pictures. Sidney Samuelson heads the committee of Allied members who will conduct the poll.

Students Weekly Moviegoers

Survey of 16,000 High School Pupils Shows They Prefer Double Bills, Lack Interest in Fan Magazine Gossip

Motion picture theatres are patronized on an average of once a week by a majority of high school students. They choose their programs on the basis of leading players, titles and newspaper reviews. These facts were gleaned from a poll of 16,000 students sponsored by the Camp Fire Girls of America.

The survey revealed that a greater number of students favored double features over single features, although interest in duals decreased as the student's age went higher. It was also disclosed that many students were persuaded to read the book from which a good picture was adapted. Particularly was this true of "Gone With the Wind" and "Rebecca."

A surprising lack of interest in the gossip printed in fan magazines was indicated, the consensus being that the students would enjoy reading them more if "there were less malicious gossip and more boosting of young stars."

In the vote on the double feature question the students' attitude was similar to the country at large as revealed by the Gallup poll. Their preference for publicity regarding young stars and their demand for less Hollywood gossip was something of a pleasant surprise to their elders.

Col. Expands Short Program

104 Singles, 4 Serials 36 2-Reelers on Schedule

To achieve greater variety an improved quality, Columbia Picture will increase the number of shor subjects to be released for 1941-194 the company announced this week The company's four serials will b headed by star names, includin Jack Holt. Some 104 single reel and 36 two reel comedies are sched uled for release, an increase of te two reelers over last season.

Serials will include: "Holt of th Secret Service," starring Jack Holt "Captain Midnight," based on th MBS thriller heard over a nation wide network; "Pirate Gold," an "The Perils of the Royal Mounted," based on the exploits of the Canadia Royal Northwest Mounted.

Two brand-new series of singl reels will include: 12 Columbia Pan oramics and six issues of "Thi Changing World," featuring Ray mond Gram Swing, MBS com mentator.

Two-reel releases are as follows eight "Three Stooges" comedie 18 all-Star comedies, four Glove Slingers, and six International For ums. Other single reels are: 1 color Rhapsodies, 8 Columbia Phanta sies, 8 Columbia Fables, 12 issue World of Sport; 8 Cinescopes, 1 Screen Snapshots, 8 Columbia Tour 6 "quiz reels," and 10 Communit sings.

The short subjects' publicity de partment will devise special tieup on those series which lend them selves to added exploitation throug radio, retail stores and theatres.

More Demand fo Special Trailers

A sizeable increase in the volum of special trailers used by theatreme in connection with patriotic observ ances such as Memorial Day, Ind pendence Day and various othe holidays, was reported this week b National Screen Service.

Hitherto, only a comparativel small number of showmen used spe cial trailers, but in recent monti the practice has grown in popularit with the rising tide of patriotism.

Most of the theatremen who pr pare their own copy are "doing swell job," NSS officials say, an the finished product is a big im provement over that which, in prev ous years, the average theatre pr sented as special-event trailers.

Open Sundays Permitted Near Army Cantonments

Columbia, S. C.—The State Legi lature, just before the closing se sion, here, passed legislation pe mitting Sunday amusements i Charleston and Richland counties i which are located Army and Nav training centers.

The Talk of the Tents Up and Down the Land

Variety Club Notes

Weekly Get-Together of Filmdom's Good Fellows

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Tent No. 1—Pittsburgh

arkers Wives to Give Dance June 16; Many Guests at Club This Week; John arris on Coast Trip

Art Levy and Archie Fineman have been ppointed general chairmen of the Golf tourna- ent to be held by Tent No. 1. Date and details ill be announced later.

Harry Kalmine will be king for the day at e Monday night dinner on June 2. After the nner, an important meeting of the Variety ost of the American Legion will be held at hich a delegate to the convention will be ected.

The Ladies' Theatrical Club of Pittsburgh, mposed of the wives of the barkers, will hold dance at Bill Green's on June 16, the pro- eds of which will be given to Camp O'Connell. Irs. I. Elmer Ecker is general chairman of he dance.

Guests at the club this past week included arl Sweigert, District Manager for Para- ount; Nat Levy, District Manager for RKO; Harry Marschard of Tent 23; and A. E. Chad- k and E. M. Covell of Motion Picture Adver- sing Service, Inc. Incidentally, both Chadick nd Covell as well as their president, W. John- on, attended the Variety Club Convention at tlantic City. Johnson has also donated a prize or Tent No. 1's Golf tournament.

National Chief Barker John H. Harris leaves or the Coast on June 4.

Barker George D. Tyson, who just arrived rom the Coast, is spending a few days in Pitts- urgh and then will go to Atlantic City to andle the Miss America Beauty Pageant.

Joe Burns of the Harms Music Corporation as the guest of Joe Hiller at the Monday ight dinner on May 26. Ken Smith and Joe ing, New York baseball writers travelling ith the Giants, were guests of Barker Bill 'Brien. Mr. Kane and Mr. Parker of the rackerjack Company, Chicago, were the guests f Barker M. J. Gallagher.

Barker I. Elmer Ecker was host at a dinner iven for the visiting newspapermen who were ere to cover the Conn-Knox fight.

Ruth Shapiro, daughter of Mr. and Mrs. M. N. Shapiro, will be married on June 15 to David Hadberg, manager of the Hazelwood heatre.

Tent No. 3—Cincinnati

Dudlesons Return from Trip; Sam Ga- anty in Town; Shore Brothers Attend- ng Baseball Games

Harris Dudleson, the local United Artists nanager, and Mrs. Dudleson are looking much etter after their recent vacation in New York nd Washington.

Sam Galanty, the Columbia chieftain in these arts, paid his usual visit to the local exchange nd was seen, as usual, in the company of Allan . Moritz, the local Columbia manager. And peaking of Columbia, Pete Niland, its city alesman, and Mrs. Niland have returned from heir recent trip by auto to the sophisticated ast.

The Shore boys from West Virginia, Manny and Lou, have been around film exchange row in the mornings and enjoying themselves in the P.M. at the ball park. They are great Red fans and great guys.

Group Photos of National Convention
VARIETY CLUBS OF AMERICA
FRED HESS & SON
PHOTOGRAPHY
166 S. Virginia Ave. Atlantic City, N. J.

Tent No. 5—Detroit

Two Big Events Planned; Golf Tourna- ment End of June; Variety Sweep- stakes to Be All-Industry Picnic

Detroit came back from Atlantic City in a truly emeritus role—after retiring from the field for the Charity Award which this Tent won last year, leaving the field open to other tents; and, in lighter vein, surrendering the Golf Championship—but it took the Missouri State Champion to beat our Johnny Howard; and there's 1942 still ahead.

Plans are shaping up now for two of the biggest events Detroit has held, to retain inter- est during the long summer months. First will be our own golf tournament, which will be held at a sporty course, probably about the end of June. Details are being arranged now and the date will be finally selected to avoid conflict with the sales conventions of any major com- panies—so that practically every Barker can get out for this event—and it will be one for Barkers from other tents to come up to this fine resort country for, as well.

Second event will be the Variety Sweep- stakes, which will be in the nature of an all- industry picnic. Plans call for every branch of the film industry to co-operate on this, closing down actual work as much as possible, so that every filmite, from shipping clerk to district manager, will turn out. Prizes being arranged are going to be the biggest thing that Detroit— and perhaps any Tent—has ever had. Details are in the hands of Chief Barker Johnny How- ard for both events, and the lively success of the last two years' golf tournaments in his hands is adequate proof of the success these two will be.

Tent No. 6—Cleveland

Three Golf Champs Bear Home Tro- phies of Convention; Secretaries on Cruises; Jack Sogg in Hospital

Three barkers from the Cleveland Tent came home from the National Variety Club Conven- tion with golf honors. Dave Schulman, the new Handicap Champion, received a trophy; Max Greenwald, came in second and won a golf bag, and Bernie Rubin won a duffle bag for third place.

Rose Weitz, secretary to Barker Mat Good- man, just returned from a sixteen day cruise to Kingston, Jamaica; Panama; Havana and Guatemala.

Frances Turner, Chief Barker Bert Stearn's Secretary, is on a cruise which will cover La- Ceiba; Santiago, Cuba; Kingston, Jamaica; and the Honduras.

Barker Jack Sogg's present residence is Huron Road Hospital. He has just been oper- ated on, and is getting along very nicely.

Ex Chief Barker Nat Lefton is in New York at the present time on a business trip.

Tent No. 10—Indianapolis

Club Rooms Redecorated; Ralph Iula Gets Praise for Work; Tent Prepares for Shriners' Convention, Auto Races

The club rooms have been completely redeco- rated and everyone is praising Barker Ralph Iula for his beautiful work. Too bad Ralph didn't attend last Saturday's festivities as the affair turned out to be one of the best that the members have had in a good many months. An excellent floor show was presented and an unusually large crowd was on hand. The members who attended the Atlantic City Con- vention were kept busy relating what happened there. Selection of Hollywood as the next convention location was thought to be a poor choice unless a Tent would be started and in full swing by the time of the convention. Also because of the distance, it would necessarily reduce the number of Barkers attending.

The Tent is looking forward to meeting some of the Barkers who will be in Indianapolis for the Annual Speedway Races on Memorial Day. All is prepared to give the usual Hoosier glad hand.

Next month, Indianapolis will be host to about 25,000 Shriners and Tent No. 10 expects to do its part in entertaining all the Barkers and other fez wearers during this session.

Tent No. 12—Minneapolis

Frank Hertel Speaker at Luncheon; Al Steffes Gives Party; Ted Gullic and Bob Snyder Guests at Headquarters

Back from the Atlantic City national conven- tion, the local Variety club contingent that at- tended are still raving about the hospitality extended to them and the good time that they had. They rated it as one of the most pleasant and successful of all the conventions. Chief Barker Ben Blotcky will call a meeting in the near future to tell all about the affair to the members who didn't make the trip.

Ben Friedman and Maitland Frosch were Kings-for-a-Day at this week's luncheon and they had a splendid speaker in the person of Frank Hertel, executive secretary of the Min- neapolis Family Welfare association. He spoke on "The Modern Trend in Welfare Work in the Light of Present Government Service."

Many of the members were guests this week of W. A. Steffes, former Chief Barker for two terms, at a celebration party at his northern Minnesota estate to mark the official opening of his fresh water canal, connecting two bays of a lake, "built without state or federal aid," and the fresh-water launching of his yacht, the Judy Ann, which he brought north from Florida this spring.

Lowell Kaplan had as his guest at lunch Ted Gullic, hard-hitting center fielder of the Mil- waukee American Association baseball club. Another club visitor has been Bob Snyder, here representing Al Dezel of Chicago. He's a mem- ber of the Indianapolis Tent.

Tent No. 17—Dallas

Club Expands Work at Camp; To Honor R. E. Griffith, Donor of Site, at Father's Day Party, June 15

The club has announced an expanded program for rehabilitation of young boys from the under- privileged groups of families in Texas. Chief Barker Paul Short has reported that the camp for boys near Belton, Texas, will open June 7 and that R. E. Griffith, donor of the camp site will be honored by the Barkers on June 15 at a Father's Day outing that will, it is hoped, become a permanent event. Members of Variety and their families will spend the day at the camp to observe the work that is being done for the youngsters.

This is the third year that the camp has been operated and plans revealed by L. M. Rice, chairman of the committee responsible for the camp, indicate a considerably expanded program.

The Box Office Slant

Billy the Kid

(Technicolor)

MGM **Western** **95 mins.**

(Prod. No. 137—Nat'l Release, May 30)

AUDIENCE SLANT: (Family) Your true Western fans will be disappointed by a lack of gun battles. General audiences will enjoy it however.

BOX OFFICE SLANT: A strong selling campaign will do much to overcome the impression that the picture is just a Western.

Cast: Robert Taylor, Brian Donlevy, Ian Hunter, Mary Howard, Gene Lockhart, Lon Chaney, Jr., Henry O'Neil, Guinn Williams, Cy Kendall, Ted Adams, Frank Conlan, Frank Puglia, Mitchel Lewis, Dick Curtis, Grant Withers, Joe Yule, Earl Gunn, Eddie Dunn, Carl Pitti, Kermit Maynard, Ethel Griffies, Chill Wills, Olive Blakeney. **Credits:** Produced by Irving Asher. Directed by David Miller. Screenplay by Gene Fowler. Story by Howard Emmett Rogers and Bradbury Foote. Suggested by the book, "The Saga of Billy the Kid," by Walter Noble Burns. Directors of photography, Leonard Smith and William V. Skall. Art director, Cedric Gibbons. Special effects, Warren Newcombe. Film editor, Robert J. Kern.

Plot: Taylor (*Billy the Kid*) first joins Lockhart's gang who are trying to force Hunter to sell his beef at their price. But when he finds his pal Donlevy is Hunter's foreman, he changes sides. Hunter is appointed Marshal to clean up the town but before he can do so he is killed. Taylor takes the law in his own hands and is killed by Donlevy.

Comment: There is no difference between this and the ordinary Western except production cost and care and the Technicolor. The story is basically the same as many another outdoor film. But of course, the production is beautiful. It is the first out-and-out Western in Technicolor with the exception of a few which had Western backgrounds. But this is the real thing. There's plenty of action in it for the average fan but not nearly as much as the Western addict has been led to expect. Nevertheless, stressing the film's locale, its star, Technicolor and romance will do much to lure patronage. This is probably MGM's supreme effort to take Robert Taylor away from the teacups and make a man out of him—a quite successful effort judging from the results. Direction is excellent and production beautiful. For exploitation see Showmanalysis on page 15 of this issue.

Catchline: "He wrote history in gunsmoke."

Repent at Leisure

RKO-Radio **Comedy** **67 mins.**

(Prod. No. 125—Nat'l Release, April 4)

AUDIENCE SLANT: (Family) Entertaining film will please those seeking wholesome fun.

BOX OFFICE SLANT: Lack of box office names may limit grosses.

Cast: Kent Taylor, Wendy Barrie, George Barbier, Thurston Hall, Charles Lane, Nella Walker, Rafael Storm, Ruth Dietrich, Cecil Cunningham and "Rufe." **Credits:** Produced by Cliff Reid. Directed by Frank Woodruff. Screenplay by Jerry Cady. Story by James Gow and Arnaud D'Usseau. Edited by Harry Marker.

Plot: Wendy Barrie, an heiress, is encouraged by her father, a department store tycoon, to walk out of a loveless marriage to a Balkan prince. She accidentally meets Kent Taylor, a necktie salesman in her father's store, on a bus and they fall in love. She marries him and they adopt a baby to enable him to keep his job. When Taylor discovers that his wife is the daughter of his boss and that his promotions were due to this connection, he leaves in a huff. They are reunited in the end by the baby, however.

Comment: This is a charming and altogether entertaining film which will please those seeking light, wholesome fun. Kent Taylor and Wendy Barrie give capable performances and are ably abetted by George Barbier as the latter's mischievous but kind father. Given a cast of greater box office strength it is possible that it would have been a real business getter. As it is the film is sure to please those who come to see it and will, in all likelihood, leave a very pleasant impression. The story and direction are all that can be expected. The title is wisely chosen from the box office standpoint. This is the third picture that Miss Barrie and Taylor have appeared together in, the first being "Five Came Back," and the more recent one being, "Men Against the Sky." Highlight the fact that the team is back together again, this time in an uproarious comedy and don't forget to sell the baby angle . . . the cash customers will go for it.

Catchline: "Recipe for success—marry the boss' daughter."

Legion of Decency Ratings

(For Week Ending May 31)

SUITABLE FOR GENERAL PATRONAGE

In the Navy
Billy the Kid
Sunny
The Texas Marshal
Adventure in Washington

SUITABLE FOR ADULTS ONLY

Caught in the Draft
Voice in the Night
Tight Shoes
Too Many Blondes
Million Dollar Baby

OBJECTIONABLE IN PART

Blood and Sand

Caught in the Draft

(Hollywood Preview)

Paramount **Comedy** **81 mins.**

(Prod. No. not set—Nat'l Release, July 4)

AUDIENCE SLANT: (Family) Smash entertainment for all audiences.

BOX OFFICE SLANT: A hypo for the ticket windows.

Cast: Bob Hope, Dorothy Lamour, Lynne Overman, Eddie Bracken, Clarence Kolb, Paul Hurst, Ferike Boros, Phyllis Ruth, Irving Bacon, Arthur Loft, Edgar Dearing. **Credits:** Directed by David Butler. Original story and screenplay by Harry Tugend. Additional dialogue by Wilkie C. Mahoney. Director of photography, Karl Struss. Edited by Irene Morra. Art direction, Hans Dreier and Haldane Douglas. Music score by Victor Young. Produced by B. G. De Sylva.

Plot: Bob Hope is a gun-shy movie star who, in his anxiety to make an impression on Dorothy Lamour, the daughter of a colonel, gets into the army accidentally. From then on it's a question of which takes the worse beating, the army or Hope, but there's continual laughter until he finally wins Dorothy.

Comment: This picture definitely puts Bob Hope at the top for film comedians. Many an audience laughed and enjoyed themselves while viewing his previous efforts, but in this one he plays "solo" and to say that this is just about the best comedy to hit this town in a long time, would b putting it mildly. Audiences are in for treat for here's a picture that is filled wit laughter and gag situations; plenty of th famous Hope wisecracks; and eighty-on minutes of smash entertainment. Of cours he is co-starred with Dorothy Lamour, be comingly gowned; Lynne Overman and Ed die Bracken are swell as his two buddie but the picture is essentially Hope's. Davi Butler's direction is a perfect blending of a the ingredients necessary for mass ente tainment and Producer B. G. DeSylva ha given Paramount a boxoffice hit. This is th type of picture that should prove a hypo fo the exhibitors who have been complainin about poor business, so give it the kind c campaign a picture like this deserves an word-of-mouth will help in piling up thos grosses. Heralds printed to resemble "In duction Notices" could be either sent to you mailing list or distributed by young men i uniform. Tie-in with local recruiting statio giving them space in your lobby. Use cu outs of Hope (in uniform) for your marque

Catchline: "A laugh-a-minute cyclone."

Adventure In Washington

(Hollywood Preview)

Columbia **Drama** **84 min**

(Prod. No. Not Set—Nat'l Release, May 3(

AUDIENCE SLANT: (Family) Appe will be mainly to younger fans and those wh react to a patriotic flag-waving speech.

BOX OFFICE SLANT: The names i the cast will draw some to the box office.

Cast: Herbert Marshall, Virginia Bruce, Gene Re nolds, Samuel S. Hinds, Ralph Morgan, Vaughn Glas Charles Smith, Dickie Jones, Pierre Watkin, J. M Kerrigan, Tommy Bond, Billy Dawson, Charles Lin Mary Currier, Oscar O'Shea, Hooper Atchley, Morg Wallace, Herbert Rawlinson, Ernie Adams, Bo Irwin, others. **Credits:** Directed by Alfred E. Gree Produced by Charles R. Rogers. Screenplay by Lew R. Foster and Arthur Caesar from a story by Jean Spencer and Albert Benham. Directors of photogr phy, Henry Sharp and Allen G. Siegler. Film edit James Sweeney.

Plot: Herbert Marshall, a Senator, appoin Gene Reynolds, orphaned son of the slum political boss who gave him his start politics, a Senate page boy. He is feudin with Virginia Bruce, radio political columnis Reynolds scoffs at the inspirational traditio of the page boys, but Virginia helps straigh en him out. Dismissed for pranks, Reynol sells to a lobbyist the secret of the new d fense appropriation bill. With Marshall career at stake, Reynolds confesses his crim and is reinstated through a trial by the oth page boys.

Comment: Entertainment is what this pi ture needs; it already supplies a plot whic can be completely anticipated and whatev educational value there is in showing ho the Senate page boys live and work. The are a pair of flag waving patriotic speech which will register with those who don't st to think that the page boy who sold nation defense secrets is reinstated with no mo trouble than a trial by the other page boy and a complete absence of romance. played during school months, contact all the teachers of current American history a plant the idea of having the students do paper on the Senate's page boy system, a their ideals. Boy Scouts and other patrio organizations for boys should also be co tacted. In advertising and publicity plug as an exposition of the leaks in Congress.

Catchline: "How leaks occur touching n tional defense."

Desert Bandit

epublic **Western** **56 mins.**

(Prod. No. 77—Nat'l Release, May 16)

AUDIENCE SLANT: (Family) Good atdoor entertainment.

BOX OFFICE SLANT: If Barry has a llowing in your community, his new film ould help maintain it.

Cast: Don "Red" Barry, Lynn Merrick, William aade, James Gillette, Dick Wessel, Tom Chatterton, om Ewell, Robert Strange, Charles R. Moore, Ernie anton. Credits: Associate Producer and Director, eorge Sherman. Screenplay by Bennett Cohen and liot Gibbons. Original story by Bennett Cohen. irector of photography, William Nobles. Musical rection, Cy Feuer. Film editor, Ray Snyder.

Plot: Gillette, who has worked with a band f smugglers in order to get money to pay ff a ranch mortgage, quits to join the angers. To keep him from talking, the head f the gang orders him killed, with circumtances pointing to Barry, also a ranger. arry secretly finds valuable information hich leads to the real murderer, to the head f the gang and to the eventual abolition of he smugglers.

Comment: Capable performances, adequate ction and commendable direction make Desert Bandit" one of the better westerns, such a designation is possible in this type f entertainment, and it certainly must be hen one compares this with some of the ther exaggerated horse operas released at requent intervals. In a supporting role, ames Gillette makes a definitely favorable mpression, looms as a future western hero n his own right. Barry, of course, handles is assignment competently, and Lynn Merick is an attractive, if not too talented, outdoor heroine. Exploiting the film requires he customary western stunts, to which night be added the formation of a Texas Rangers Club among juvenile movie patrons.

Catchline: "A thrilling new adventure with our pal of the plains."

In the Navy

(Hollywood Preview)

Jniversal **Comedy With Music** **85 mins.**

(Prod. No. Not Set—Nat'l Release, May 30)

AUDIENCE SLANT: (Family) Loaded with the kind of entertainment that will have hem rolling in the aisles.

BOX OFFICE SLANT: Should surpass he returns on "Buck Privates."

Cast: Bud Abbott, Lou Costello, Dick Powell, the Andrews Sisters, Claire Dodd, Dick Foran, Billy Lenhart, Kenneth Brown, Shemp Howard, Condos Bros. Credits: Associate producer, Alex Gottlieb. Director, Arthur Lubin. Screenplay by Arthur T. Horman and John Grant. Original story by Horman. Cameraman, Joseph Valentine. Art director, Jack Otterson.

Plot: Powell, No. 1 radio crooner, is tired of it all and enlists in the Navy. He is followed by Claire Dodd, newspaper woman. Then ensues a hot pursuit in which first one side, then the other is aided by Abbott and Costello. Finally, by many tricks, some of which almost prove their undoing, Abbott and Costello bring about romance between Powell and the newspaper girl.

Comment: Here's a swell follow-up for "Buck Privates" so get out all your selling ideas and it will probably turn out to be a bigger grosser than its predecessor. It is a finer production and has much more entertainment to offer your patrons. Abbott and Costello will have any audience rolling in the aisles and their popularity should be greatly enhanced. The entertainment value of the picture is greatly increased by the shrewd way in which the musical numbers are presented and the addition of a delightful dance specialty by the Condos Brothers. However, with all this, it is strictly an Abbott and Costello vehicle and they take advantage of every moment they are on the screen. Dick Powell is perfectly cast as a radio crooner and in support are the Andrews Sisters, singing in their own inimitable style, Claire Dodd and Dick Foran. There's a natural tieup and a swell angle for a candid camera contest. Spot radio announcements should be arranged before opening date. Seek the cooperation and support of Legionnaires and other service organizations.

Catchline: "Sweeping the seas with a broadside of merry mirth."

Men of the Timberland

(Hollywood Preview)

Universal **Action** **61 mins.**

(Prod. No. 5055—Nat'l Release, June 6)

AUDIENCE SLANT: (Family) Should click with the action fans and others looking for red-blooded entertainment. Best of the Arlen-Devine series.

BOX OFFICE SLANT: A better-than-average program feature. Good for any spot.

Cast: Richard Arlen, Andy Devine, Linda Hayes, Francis McDonald, Willard Robertson, Paul E. Burns, Gaylord Pendleton, Hardie Albright, Roy Harris, John Ellis, Jack Rice. Credits: Directed by John Rawlins. Original story by Paul Jarrico. Screenplay by Maurice Tombragel and Griffin Jay. Director of photography, John W. Boyle. Film editor, Milton Carruth. Associate producer, Ben Pivar.

Plot: The law steps in when too much timber has been cut from land belonging to Linda Hayes. The man sent to inspect the situation finds, that due to her ignorance of the present re-forestation laws, she had been tricked into making a deal with an unscrupulous operator. When she is shown her mistake she rights the wrong by working with the inspector.

Comment: This latest Arlen-Devine action film will not only please their host of fans, but should click with other patrons looking for red-blooded entertainment. It's way up on top of the group made by the pair and emerges as a better than average program feature. The picture has a picturesque background, swell direction and production values, and holds interest from beginning to end. Both Richard Arlen and Andy Devine deliver fine performances, aided by a flock of seasoned troupers, including Francis McDonald, Willard Robertson and Linda Hayes. It's a competent all-round job from every angle, and deserves a little special effort in your selling campaign. Where the Arlen-Devine team is popular, you have a ready-made audience. Contact local lumber company for a display of different kinds of wood in your lobby, showing their uses. Man dressed as lumberjack could be used for street ballyhoo.

Catchline: "The story of modern day re-forestation."

House of Mystery

Monogram **Mystery** **62 mins.**

(National Release, May 7)

AUDIENCE SLANT: (Family) May please "who-dun-it" addicts.

BOX OFFICE SLANT: Strictly second-feature filmfare.

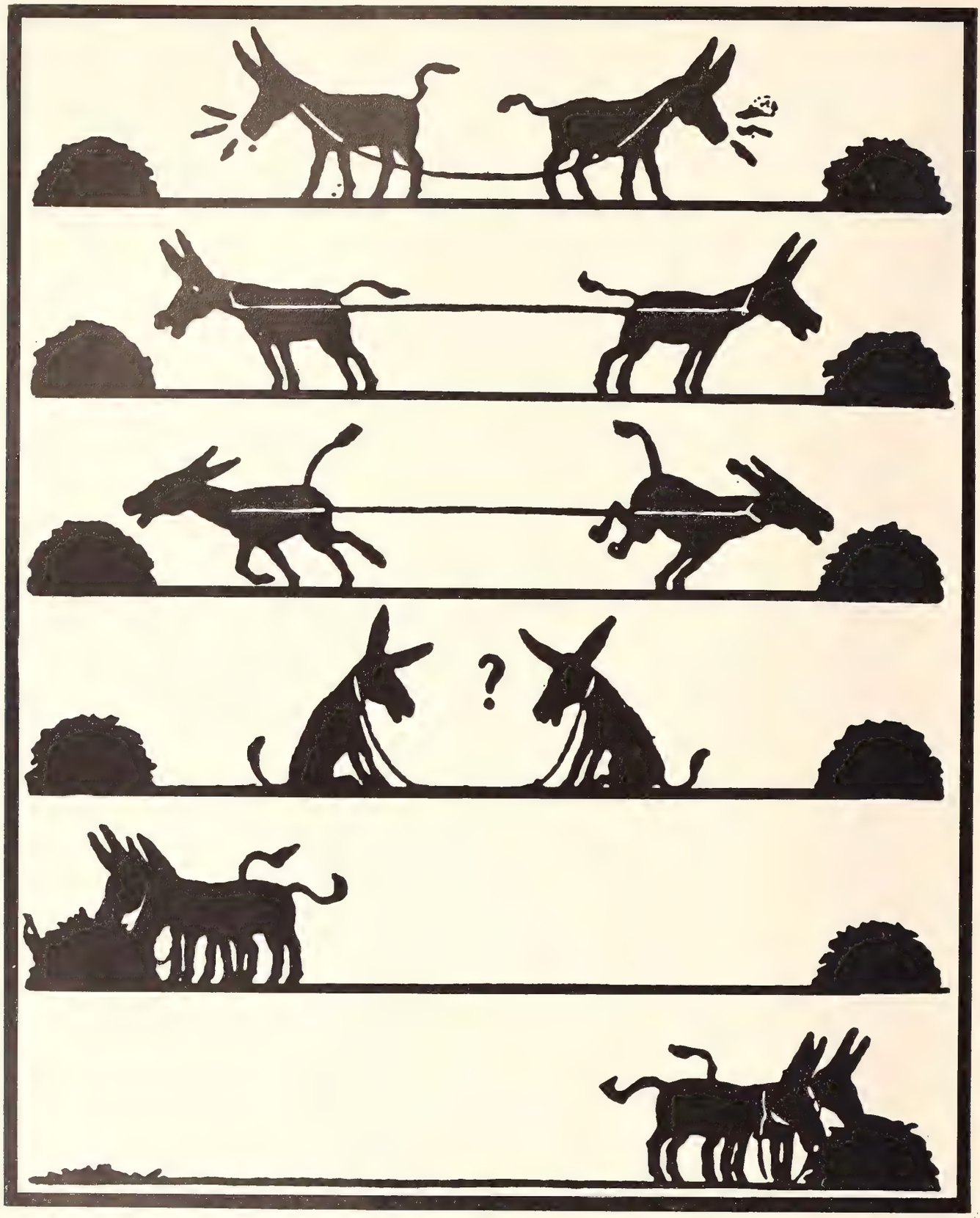
Cast: Keneth Kent, Judy Kelly, Peter Murray Hill, Walter Rilla, Ruth Maitland, Antoinette Cellier, Clifford Evans, Martita Hunt, Ronald Adam, Arthur Hambling. Credits: Based on a novel by A. E. W. Mason. Directed by Walter Summers. Screenplay by Doreen Montgomery. Photographed by Claude Friese-Green.

Plot: Ruth Maitland, wealthy widow, is murdered during a spiritual seance. Keneth Kent, super sleuth, is called in to solve the crime which he accomplishes by apprehending the least suspected person.

Comment: This is a typical British-made "who-dun-it" whose lagging pace cannot, by any stretch of the imagination, be considered suspense. Its saving grace, however, lies in the story which was written by A. E. W. Mason, who authored "Four

(*Continued on Page* 18)





EXHIBITOR AND DISTRIBUTOR GET TOGETHER AT THE GOOD WILL CONVENTION OF THE MOTION PICTURE INDUSTRY

under the auspices of

The Allied Theatre Owners of New Jersey, Inc.

22nd Annual Meeting

Ritz-Carlton Hotel, Atlantic City, N. J. **June 11, 12, 13, 1941**

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Billy the Kid	This Issue
Blood and Sand	May 24
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	Mar. 8
Her First Romance	Jan. 11
Lady From Cheyenne	April 12
Land of Liberty	Jan. 18
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Penny Serenade	April 26
Philadelphia Story	Jan. 25
Rookies on Parade	May 3
Sis Hopkins	April 5
There's Magic In Music	May 17
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1
Woman's Face	May 10

Highlights "Devil and Miss Jones" Campaign With Cinderella Contest

Manager Jay Golden of the Palace Theatre, Rochester, N. Y., arranged a Cinderella contest for his campaign on "The Devil and Miss Jones." The contest was held on the stage and was preceded by voluminous publicity which included announcements at several balls.

Golden tied in with McCurdy's Department Store for a movie quiz and window display. Stills from previous Jean Arthur productions were mounted and contestants were asked to name the titles, with guest tickets being the awards. The Max Factor cosmetic department cooperated and distributed contest blanks.

A novel 40 x 60 was used in the lobby. Red ribbons were tabbed from adjectives in four dictionaries on tables adjacent to the display. These adjectives were "gay, bright, magnificent, colossal." With the display this caption was used: "Webster Writes An Ad for Jean Arthur in 'The Devil and Miss Jones'."

The Manson News Agency trucks were bannered with copy pertaining to the *Screen Guide's* selection of "The Devil and Miss Jones" as the picture of the month. There was a newsstand tiein on this factor as well.

Two thousand shopping bags were imprinted with the cooperation of Neisner's 5 & 10 Cent Store.

Radio announcements were made on the WHAM organ program.

Collegians Participate in Quiz

An "Andy Hardy" quiz, dealing with movie questions, was arranged by Grant Martin and Robert Cook, Virginia Theatre, Champaign, Ill., as part of their campaign for "Andy Hardy's Private Secretary." College boys and girls, the former acting as "future bosses" and the latters as "future private secretaries," participated.

Staff Members as Hillbillies

A stunt which is reported to have brought results was that of George Bowser, skipper of the Golden Gate, Belvedere, Cal., when he garbed his staff, both male and female members, in hillbilly togs, sans shoes and stockings, for "Tobacco Road." The gag proved sensational, according to reports, patrons observing that you "can't hide beauty and youth behind tattered apparel."

Merchant Tieups Urgent in Successful Theatre Promotion

Arrangements With Dealers For Cooperative Assistance Can Be Mutually Beneficial

Fundamental among theatrical promotion stunts is the merchant tie-up. Most successful theatremen rely on this type of promotion frequently as a box office stimulant, while their less successful brethren are bemoaning the sad state of business. Literally many a rabbit has been pulled out of the manager's hat by the successfully planned and executed retail promotion.

One of the advantages of merchant cooperation is that the theatre's message not only reaches many of its own patrons but also many prospective patrons who never attend the theatre in question. More widespread coverage, therefore, results.

Frequently, through preliminary tieups, openings are formed which may eventually benefit the theatre in unexpected ways. For example—candy bags from a five-and-dime store, or food bags from a grocery store can be imprinted and used in theatre distribution. These stores sometimes designate a sales week. The theatre can tie in with this store by papering it with stills, cards, streamers, etc., and thus inject showmanship and color into an otherwise drab and colorless business. The proprietor will certainly be grateful.

Another idea that may be useful is to launch a sales campaign among clerks of the store and offer passes weekly to those who top the list. This stunt may put the merchant in a more receptive frame of mind and prove conclusively how the theatre and his store can work in harmony for their mutual benefit. Through these various steps, you can build up a store-wide coverage.

Many different kinds of dealer tieups will suggest themselves according to the type of picture you are selling. Try to adapt your promotion material to the particular film you are playing. And remember, always, that the dealer co-operation campaign must benefit both of you equally, otherwise it cannot be considered a success.



Nearly Everyone Sees It

Utilizing important vantage points to capitalize on current or coming attractions should be the policy for all showmen. The best instance of how it can be done is revealed in the above scene, which shows the side of an old building in Rockford, Ill., covered with announcements of forthcoming United Artists attractions.

The photo was taken from the main bridge which crosses the Rock River running through the heart of the city. Because all traffic must cross the bridge, the rectangular billboard, done in oil, is seen by virtually everybody in Rockford.

Oscar Granquist, State manager, and Art Catlin, UA representative, were co-instigators of the swell advertising plot.

Capitalizes on Draft To Sell 'Buck Privates'

Manager Clyde Anderson, of the American Theatre, Butte, Mont., believes in capitalizing on the current widespread interest in selective service, feeling that virtually everybody has a son, husband, sweetheart or brother who is or may be a selectee. Anderson staged a bang-up campaign for "Buck Privates," that garnered many an extra shekel at the box office, and kicked up quite a fuss, to boot.

The theatreman organized an "awkward squad," that patrolled the streets, garbed in uniforms borrowed from the American Legion. Townsfolk got a kick out of the zany antics of the make-believe buck privates.

Another gag in the campaign was to have a street ballyhoo car, equipped with a p. a. system, tour the main thoroughfares, inviting the public to request song-hits from the picture. Dimpled-kneed drum majorettes passed among the crowds asking for song requests and relayed them to the technician in the bally car who played the request on a record-player. The girls carried placards containing copy on the engagement.

Still another stunt that was good for oodles of publicity and chuckles was the "barrel-of-laughs" idea in which old kegs were planted outside of the theatre, in alleys, main thoroughfares and on school grounds. Each of the barrels bore one letter; all of them spelled out the picture's title.

Citv Fights Over Parking Meters, So McGee Installs One in Lobby

Here's how to hit page one of the local newspaper, provided of course, there's a dispute going on in your community over the relative merits of parking meters.

Such a dispute was taking place in Laramie, Wyo., recently, and business men were almost at swords' points over the issue. With the public wondering just what all the fighting was about, Manager Jack McGee of the Fox Theatre obtained a meter and installed it in his lobby. The newspaper mentioned the installation on page one.

And the public response? Well, it was described as "amazing!"

Schaeffer Promotes Page Layout

Frank Schaeffer of the Dixie Theatre, Staunton, Va., planted an entire page layout and story on "Meet John Doe" in the *Staunton News-Leader*.

Program Exchange

Ableson and Stoltz Vie for Honors With Novel Heralds; Ideal News is Impressive

WHEN you read this page it may be hotter 'n' blazes in your town, but right now in these parts the weather is cool and balmy, just the way we'd like it to stay for the entire summer. But since that's too much to hope for, the best we can do is to anticipate the inevitable humidity with a smile. If you've never had any humidity in your community you're lucky. But we don't want to get stuck with humidity now because we'll be stuck enough with it later on, so let's proceed to the business at hand.

Arnold Stoltz of the Avon Theatre, Utica, N. Y., is always coming out with a herald or throwaway that rises far above the ordinary. One of them was described in the May 17 issue of STR, page 13. Now we've received another, and we've chosen to describe it in this department so that all members can become acquainted with Stoltz' work.

It was a card, size about 7x11, with a perforation at the top for hanging purposes. The chief headline was: "Heat Wave to Hit Utica . . . 'Flame of New Orleans' Will Be Here Friday." This was followed by "The Avon's Cool Air System Challenges Summer With the Hottest Love Story of 1941." Attached to the card was a small thermometer, beside which were these varying degrees of copy, ranging from "cool" to "scorching": "Cool Delight . . . Steaming Action . . . Red Hot Drama . . . Scorching Love Scenes."

Pepsi-Cola Tieup

But it wasn't only the thermometer that made the throwaway outstanding, not by any means. Stoltz had tied up with the Pepsi-Cola distributors in his town, and thus, by using a cut of a bottle of the beverage, formed this unique tie-up copy: "Marlene Dietrich in her new hit 'Flame of New Orleans' will cause a rise in temperature, but you'll feel 20 degrees cooler with a delicious drink of Pepsi-Cola." Then at the bottom of the card we found this copy: "Two ways to keep cool—see this hit show at the comfortably cool Avon and buy Pepsi-Cola by the carton." Of course the card had eye-appealing illustrative material to sell the picture. But the points to remember are that Stoltz (1) created quite a novelty, (2) sold the cool comfort of his theatre (3) sold the feature picture and (4) tied in appropriately with a well known beverage. With Pepsi-Cola taking space, we're inclined to think the throwaway was costless.

We are glad to hear from Al Mayes of the Palace Theatre, Graham, Texas, and to receive a few copies of his program. Like many other members, Al believes in making the front cover a seat-seller. For instance, one shows the theatre signature in the center at the top, with lines extending at angles from it. On these lines are sketched people "walking" in the direction of the signature cut. "Naturally," reads the copy, "all paths lead to your Palace Theatre, and why not? . . . comfortable seats, cool comfort, and good pictures at a price everyone can afford to pay . . . Follow the crowds." Included with the announcement of each attraction is the name of a local person, who gets to see that picture free if he calls and identifies himself at the box office.

Cover Welcomes Service Men

Two recent programs have been sent our way by Bob Ingham, manager of the Orange Theatre, Orange, Mass. One of them has a cover which might suggest a good policy to other theatremen, so we're reproducing it on this page. The other illustrates a large fish, with this copy accompanying the illustration: "We've hooked the biggest catch of the season . . . Watch our parade of hits . . . Don't miss one."

Although apparently economically printed, the Ideal Theatre News always impresses us. The paper is cheap, colored stock, yet the typography is so neat, the reproduction of illustrations so sharp and clean, that the program is immediately placed outside the "cheap" classification. Too many managers permit sloppy and dirty printing jobs on their programs, but not Tom Pringle; his Ideal Theatre News is as economical, attractive and clean a printing job as anyone would care to see. No half-way, messy work here. If it's worth doing at all, it's worth doing well, and Pringle and his assistant, Sam Campbell, firmly believe in that maxim. Members would do well to study samples of the program. We'll see what we can do about getting them for you if you'll get in touch with us.

Let's see what's going on in Torrington, Conn., where Pearce Parkhurst guides the destiny of the Alhambra Theatre. Well, in addition to his regular program, he sends us a small card which invites the kids to a special matinee of a Western Stage Show. The card, plus ten cents, admits any child to the matinee, and with singing cowboys, roping, shooting, dancing, etc., characterizing the show, we have little doubt but that the house was packed for the occasion.

A good boost is contained in Sid Poppay's program for the Majestic Theatre, Gettysburg, Pa. It comes from President Henry W. A. Hanson of Gettysburg College: "What could be more restful and invigorating than a wholesome movie! I want to congratulate Warner Bros. on the type of movies they produce. May the Majestic Theatre's Maytime Movie Jubilee be a great success!"

Toothpick Glued to Card

Art Ableson sends us some novel throwaways from his Lake Theatre up in Devil's Lake, N. D. A toothpick was glued to a card which featured this copy: "This toothpick is just a reminder that you'll always see the pick of the pictures at the Lake." Then there were a couple of trick cards, which, when placed side by side, appeared to be of different size, yet when placed one on top of the other, were exactly the same. A tiny memo book was used to advertise "That Night in Rio." Selling copy occupied the front page ("make a memo now to see etc."), while these eye-catching words filled the back: "If an old man likes a young girl that's his business . . . And if a young girl likes an old man, that's her business . . . And if they want to get married, that's their business . . . And if you look on the other side that's our business." On the other side, naturally, was the selling copy.

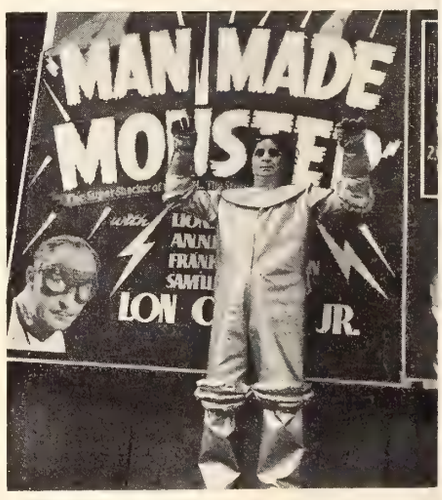
Thanks to Myron McLeod of the Patricia Theatre, Powell River, Canada, for those attractive programs. And thanks also to Tommy di Lorenzo, New Paltz Theatre, New Paltz, N. Y.; Will Briemann, Ambassador Theatre, Baltimore (for the Don Ameche photograph, with the program printed on the back); Harold Call, Missouri, Hall and Varsity theatres, Columbia, Mo.

And so our desk is cleaned up for another week. But we hope it's piled ceiling-high with programs when we greet you seven days from now.



You Might Do This Too

Manager Bob Ingham of the Orange Theatre, Orange, Mass., permits soldiers, sailors or marines to attend the theatre free of charge, provided they are in uniform. And he advertises the gesture on the front cover of his program, as shown above. As a patriotic and goodwill measure, you might adopt the policy yourself.



Wouldja Like an Introduction?

Posed in front of a large poster on Universal's "Man Made Monster" is the man-made ballyhoo that plugged the film during its engagement at the Stanton Theatre, Philadelphia. Credit Manager Elmer Hollander, Art Director John Murt, and Jack Bernhard for the spine-tingling ballyhoo.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

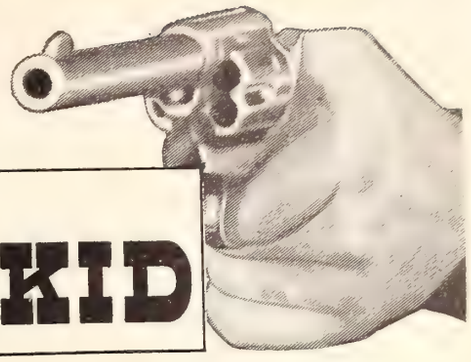
Name .....

Theatre .....

City .....

State .....

SHOOT the WORKS IN YOUR CAMPAIGN for BILLY The KID



An SRB Showmanalysis (REG. U. S. PAT. OFF.)

Screenplay by Gene Fowler. Story by Howard Emmett Rogers and Bradbury Foote. Suggested by the book, "The Saga of Billy the Kid," by Walter Noble Burns. Directed by David Miller. Produced by Irving Asher.

ONE of the most famous characters in the history of the west was William Bonney, otherwise known as "Billy the Kid." Many tales of his exploits have been told and re-told, so that today there is hardly a person in these United States who hasn't heard of him at one time or another. That fact alone makes the picture, based on the story of his life by Walter Noble Burns, a potential candidate for box office honors.

But also to be taken into consideration are the popularity of westerns, the drawing power of Robert Taylor and the anticipated wave of increased public interest that is sure to result because of his first appearance as a western hero. And of course, one must not forget the Technicolor photography which, especially in the case of westerns, is a certain sign that the picture is far above the ordinary. Adding up these assets, there can be only one conclusion for showmen: "Billy the Kid" is a picture designed for showmanship and one that will surely create box office records if genuine showmanship is applied to its exhibition.

And that's where this Showmanalysis comes in: to provide you with a number of selling suggestions which can be complemented with the exploitation ideas in the press book and those of your own design.

TEASER ADS

We needn't go into detail about this vital part of your campaign except to warn you to start underlining your current ads well in advance and to utilize the eye-catching teasers designed by MGM. You'll find them in the ad section of the press book.

"BILLY" DELIVERS PRINT

A group of "cowboys" led by a man dressed as "Billy the Kid" can "deliver" a print of the picture to your theatre on the opening day. Have the cowboys carry lettered pennants aloft.

SPECIAL KIDDIES MATINEE

Don't forget the kiddies in your campaign. Either in advance or during the engagement, arrange a special matinee to which the youngsters are invited. Those dressed in cowboy suits might be admitted free. By cooperating with the newspaper, it might be possible for the children to parade from the newspaper office to the theatre, carrying banners with the copy: "We're on our way to the Blank to see 'Billy, the Kid'."



Ads Like This Will Put It Over

Epochal adventure, star appeal, action, romance—these are the selling elements, plus the Technicolor photography, of course, that stand out in the ads prepared for "Billy the Kid," of which the above layout is a seat-selling example.

PATRONS LASSO "BILLY"

Sure it has been done before, but it's still a swell lobby stunt. Cut out the figure of Robert Taylor from the 24- or 6-sheet, or, if you wish, use a cut-out figure blown up from a photograph, and place it in the lobby. An attendant invites patrons to lasso "Billy the Kid." Those who succeed receive guest tickets.

GOAT AS STREET BALLYHOO

It is the novel and unusual ideas that grab the most attention. Thus, if you have a man leading a billy goat through the business district, you'll literally stop traffic, and the public won't soon forget the purpose of the stunt, inasmuch as the goat will be covered with a sign which reads: "I'm not the real 'Billy the Kid.'—You'll find him at the Blank Theatre in the mightiest outdoor Technicolor romance since 'Northwest Passage,' etc."

STAGECOACH BALLYHOO

A stagecoach, or an old-time covered wagon, is always a good street ballyhoo if you can possibly dig up either of these relics of the old west.

NEWSPAPER FEATURE

By arrangement with the newspaper editor, a member of the staff can be assigned to conduct a search for persons who knew "Billy the Kid" or were living at the time of his exploits and still remember them. From these sources interesting material can be gleaned for a feature.

CONDUCT ESSAY CONTEST

While schools in many situations will be dismissed for summer vacation by the time you play this picture, you can nevertheless conduct a newspaper contest directed to students only in which they are to write essays or short letters comparing the old west with that of today. Or perhaps their essays could be based on some interesting fact concerning the famed western character.

TIE-UP OPPORTUNITIES

Available from your MGM exchange are six stills showing Mary Howard wearing Summer "Sombreros," a new hat vogue inspired by the west. Use them for window displays and cooperative ads. With stills of Taylor in his western headgear, you can promote displays of Stetson hats in most men's shops. Ladies' shops can feature riding habits, scarfs, etc., while sporting good shops can display rifles, saddles and camping equipment.

TRAVEL AGENCY TIEUPS

Today, with foreign travel restricted, western vacations will be more numerous than ever. In view of this, it should be an easy matter to get travel bureaus, airlines, railroads and bus lines to go along with you on displays featuring western scenes.

STENCIL THE SIDEWALKS

Have a couple of stencils made up featuring horseshoe imprints and this copy, "Follow the trail of 'Billy the Kid' to the Blank Theatre." Then stencil the sidewalks, with the trail leading to your theatre. Before you start, be sure the law permits this.

GIVE A PONY AWAY

Speaking of juvenile interest again, another way of developing it to an enthusiastic degree would be to offer a pony, named after the picture's title, to the winner of first prize in a newspaper contest designed to appeal to youngsters.

DISPLAY OF WESTERN RELICS

Old muskets, six-shooters, cowboy regalia, Indian and other western relics should be displayed in the lobby, highlighted with production stills and a cutout of Taylor "in character."

MAKE YOUR FRONT COLORFUL

Because the picture is in Technicolor, point up this fact in all your advertising, and especially in your facade displays. String colored pennants from a point above the marquee down to the marquee itself. Get plenty of western atmosphere in the front. The title might be formed with real rope glued to a background.



This Will Set 'Em Concentrating

If any stunt at all will keep their interest centered on the picture, this one-day puzzle contest should clinch the nomination. Fans are to guess how many times the word, "wanted," appears in the silhouette. The puzzle's use should start a citywide wave of concentration.

Campaign Wows Wellsboro



Proof that it isn't only the "big ones" which get the benefits of a whirlwind campaign is contained in the layout above on the smash selling stunts employed by Manager Larry Woodin of the Arcadia Theatre, Wellsboro, Pa., for Republic's "Sis Hopkins." The three top and three bottom reproductions show a few of the tieups Woodin effected, while the two center cuts show the crowd at the premiere and a hayride ballyhoo. The Arcadia manager promoted plenty of newspaper publicity, created several other stunts not shown here and, in a nutshell, made his engagement of "Sis Hopkins" the biggest event Wellsboro has seen in years. A factual account of his campaign appeared in STR, April 26, p. 14.

Anderson, Baker Win Buttons for Campaigns on 'Kelly' and 'Liberty'

MGM has awarded Honor Roll Buttons to C. W. Anderson, American Theatre, Butte, Montana, and John W. Baker, publicity manager of the Rialto, Atlanta, Georgia, for their outstanding promotion of "Little Nellie Kelly" and "Land of Liberty," respectively.

Highlights of Anderson's campaign included a "Judy Garland Double Contest"; "Lucky Shamrocks," with holders of lucky numbers awarded guest tickets; a sound truck playing Judy's recording of It's a Great Day for the Irish around Butte and environs, and a tieup with a local safety campaign.

Baker's "Land of Liberty" promotion was featured by the complete cooperation of civic, social, educational, religious and patriotic organizations.

Browne's Optometrist Tieups

Kay Kyser wears spectacles. So Frank Browne, manager of a Fox West Coast theatre in Bakersfield, Calif., made a tieup with local optometrists for window displays exhibiting spectacles and star-head stills. He also tied up with restaurants in this fashion: "Eat here and 'you'll find out' why we have become the most popular cafe in town."

Style Show? Sure! Success!!

What could be more natural than a Spring Style Show, thought Manager Carl Mahone, of the Egyptian Theatre, Seattle, recently. Suiting action to the word, he sold merchants on the idea of participating. The result was a colorful pageant of Spring finery. The box office reflected the unusual interest in the event.

He Lands Two Pages From One Merchant

"Promote a cooperative page? I couldn't do it in a million years. It's impossible, I tell you."

Well, let us tell *you* something. It is *not* impossible. It *can* be done, and is being done in any number of situations. As an example, we cite Tucson, Ariz. In this city Manager Robert Smith of the Fox Theatre, having booked "Ziegfeld Girl," set about to sell it in a manner that would prove profitable at the box office.

If he had been a defeatist, he wouldn't have even tried to promote a cooperative merchant's page; but because Smith is an energetic, conscientious, hard-working theatreman, he went out to tackle the merchants. And, lo and behold! he succeeded in promoting not one, but TWO pages, in other words, a spread.

Outside the cost of the theatre's ad, which was made a part of the promotion, the pages didn't cost him a cent. But here's another interesting angle: Instead of several merchants taking space, one—only one—grabbed the opportunity.

The idea behind the double-truck layout was a coloring contest, which according to Smith, "turned out to be terrific." A thousand entries were received by the cooperating dealer, and he was so pleased it ought to be a cinch for Smith to land him again soon.

Never say, "It can't be done." If the Tucson showman hears you, he'll give you a good lecture on ambition, initiative and perseverance. And we'll back him up one hundred per cent.

Kids Place Pennies in 'Kitty,' Then Use Money to See Show

An adaptation of the card players' "kitty" idea by which the players place aside a certain percentage of each winning pot and with the proceeds attend a theatre party without cost to themselves, has been devised by C. W. O'Brien, manager of the Kiva Theatre, Las Vegas, N. M.

O'Brien's stunt is unusually valuable because it enables him to increase his revenue during non-operating hours. In addition, it provides him with a direct tie-in with the teachers and pupils of the community's schools.

Briefly, the stunt involves the establishment of a "room fund," in each school. During a certain period, the children make a weekly contribution of a small sum to their class' coffers. On a designated day, all "room funds" are pooled and the teachers and kids descend on a previously selected date for a special morning performance. O'Brien reports that the response has been splendid.

Theatremen elsewhere may find that this idea will bear repetition, especially since Summer is in the air and vacation-hungry kids are beginning, at least in their imaginations, to figure how they are going to spend their spare time when the old schoolhouse closes.

Gets Recruiting Station Assistance On 'Flight Command' Campaign

A natural tieup, but one so simple that many theatremen may overlook it, was arranged recently by Art Goddard, manager of the Madison Theatre, Madison, Wis., on "Flight Command."

It involved an arrangement with the local U. S. Navy Recruiting office whereby the latter sent letters to about 100 prospective enrollees suggesting that they see this picture at the Madison during its engagement.

A clever tag line urged that they bring with them anyone who doubted the power and efficiency of the U. S. Navy.

High School Revue on Stage Seen Profitable

Now that high schools throughout the nation are soon to close their doors for the summer, it might be a good idea to start immediately on planning a stunt which is not only timely but will bring some extra dollars into your box office. What we have in mind is a high school musical, presented on your stage. This has proven profitable in the past and can be repeated again. The cost of presenting these shows is negligible and that makes it all the more worth trying.

In many towns and cities, various high schools stage their annual musical shows prior to graduation. Many of them furnish top flight entertainment and reveal budding talent of no uncertain merit. Special stage sets, costumes, etc., are usually prepared for the occasion and it's quite an easy matter to repeat the performance at your theatre after the show's presentation at the high school auditorium.

After ascertaining that the play you are selecting is entertaining, lose no time in making arrangements to present it on your stage. Graduation time's drawing near, so you have limited time to draw up your campaign.

Vocal numbers, tap dancers, instrumentalists, swing tunes that would do justice to Benny Goodman—all these make salable commodities for the general audience and should be a wow at the box office. Make sure, however, that you give your show a bang-up promotion campaign; use every trick of showmanship to let the folks know about it. If it's entertaining, you are sure to turn 'em away.

In your campaign, use the tag line: "First time in any theatre!" Enlist the support of all the school's organizations and don't forget the parents and friends of the principals in the show. They are among your best prospects.

Columbia-Royal Crown Cola Tieup On 'Answers' Reaching 75 Million

Simultaneously with the recent nationwide release of "She Knew All The Answers," Columbia's Exploitation Department launched a promotional campaign in conjunction with Nehi Corp., makers of Royal Crown Cola. This tieup covers virtually every corner of the United States, and is reaching an estimated 75 million people.

The first gun in the campaign was fired on May 15, release date, when the star, Joan Bennett, was seen looking down from thousands of 24-sheet boards from Coast to Coast. Beginning June 2, 500-line newspaper advertisements will be carried in 700 newspapers, with both Miss Bennett and "She Knew All The Answers" prominently featured in connection with Royal Crown Cola.

Radio will play an important part in this far-flung campaign, as exhibitors playing the picture will benefit through the Royal Crown Cola program, which is carried over 317 stations, the largest number used for a single program. The star and production will get a good break on these broadcasts, which are heard three times weekly in some cities, and five times weekly in others.

Furthermore, the Royal Crown Cola dealers throughout the country have been requested to fully co-operate with the theatre owners during the local engagement of "She Knew All The Answers."

They Accept With Alacrity

Wichita is the site of five airplane factories, so when Woody Barritt, exploiteer, and Al McClure, manager of the Miller Theatre, got an opportunity to tie in with the Junior Chamber of Commerce's annual air show at the Wichita airport they accepted with alacrity. They got a terrific plug for "I Wanted Wings," in return for their efforts.

Ads from East of the Rockies



The ads reproduced on this page this week have been culled from newspapers and ad-proof sheets east of the Rocky Mountains.

Both attributes and drawbacks are represented in the layouts. That ad on MGM's "A Woman's Face," used by the United Artists Theatre, Detroit, is somewhat "horrific" and "sensational" in nature, and evidently has been designed to appeal to moviegoers who revel in stark drama, no matter how gruesome its situations or characters. Only a couple of weeks ago a national magazine, in reviewing "A Woman's Face," mentioned the star's facial makeup which "pulled her eye into a squint" and added that MGM had refused to release photos of this distorted grimace for publication. Nevertheless, it *is* revealed in the United Artists layout, tieing in with the angle "Scarface Crawford has all Detroit gasping."

Smart showmen watch for every opportunity to tie in with current events, and that is just what the ad man for the RKO Palace, New York, did in connection with a layout on RKO's "Citizen Kane." The strange part about it (or perhaps it isn't so strange, after all) is that "the two big questions of the hour" could have been linked with any outstanding attraction.

A minimum of copy, a special emphasis on sex appeal both in the limited amount of selling-copy and in the illustration of scantily-clad Joan Blondell, form the principal selling angles of the ad on Universal's "Model Wife," which was culled from the *Richmond News-Dispatch.*

In direct contrast to the simplicity of this layout is the ad for the Hippodrome Theatre, Baltimore, Md. With Woody Herman and his orchestra on the stage, with Columbia's "They Dare Not Love" as the screen attraction, and with the March of Time's "Crisis in the Atlantic" as an added attraction, the ad man had plenty to sell. But he literally jammed all the copy and illustration into a limited amount of space, and as a result the ad is stuffy. Not one out of ten readers would bother to read it all the way through. Stronger appeal might have been attained by letting up on the copy, by providing more white space. As it is now, the ad is too "black."

Twentieth Century-Fox's "That Night in Rio" is exceptionally well sold in the ad for the Stanley Theatre, Philadelphia. Through illustrations, appropriate art work, pointing up of the cast, Technicolor and hit tunes, the theatre's advertising department has created a layout certain to attract maximum attention.

Two other ads from Philadelphia, one on Warner's "The Great Lie" and the other on Charlie Chaplin's "The Great Dictator," show how layouts may be made to effectively fit small-space requirements. The wide, shallow Boyd ad is a suggestion to users of one-column ads that a change is always welcome.

Perhaps "Adam Had Four Sons," but it takes feminine interest to lure customers. Hence the Strand (Memphis) ad on the Columbia film.

The Box Office Slant

House of Mystery

(*Continued from Page* 11)

Feathers," and "Fire Over England." There isn't a single marquee name known to American moviegoers. This will preclude its exercising any box office attraction over here. At best, second feature position with a sockeroo top feature is indicated. The author's name should be billed over the title. Undoubtedly he has many readers in this country.

Catchline: "Super sleuth solves perfect crime."

Osborne, Longo Awarded Honor Roll Buttons for Outstanding Campaigns

MGM has awarded Honor Roll Buttons to John G. Osborne, Court Theatre, Wheeling, W. Va., and Charles Raymond and Joe Longo, Loew's State, Cleveland, for their outstanding promotion of "Ziegfeld Girl" and "Men of Boys Town," respectively.

One of the highlights of Osborne's "Ziegfeld Girl" campaign was a search for a local Ziegfeld Girl conducted with the cooperation of a leading department store. Ads and window displays in the store preceding the finals of the contest held in the theatre. Winners were awarded dresses they modeled as well as cash and guest tickets. Street car cards, bumper strips, window card displays and radio plugs rounded out the campaign.

A special screening, attended by eight mayors of as many local Boys Town organizations, featured the "Men of Boys Town" campaign. The Mayor of Cleveland as well as clergymen, newspaper critics and radio editors also attended. Another highlight was a "Boy and His Dog" contest conducted by the local *News*. Hundreds of photographs were received and plenty of space given the contest by the paper. Cash prizes and guest tickets were awarded the winners.

Dick Barry Concentrates On Apples to Sell "Lady Eve"

As a teaser stunt, Dick Barry, manager of Warners' Capitol Theatre, Chicago, used the press book cover as a hanger on "Lady Eve." The cover design shows Barbara Stanwyck and Henry Fonda inside of a large cutout apple. Fonda's face is covered with lip rouge and copy underneath reads, "Eve sure knows her apples."

Barry also had his sign shop make up a display showing an apple tree painted on compo board. It was six feet high and four feet wide. From the branches cut-out apples hung. Across the top, copy read, "The Lady Eve's tree of wisdom." Copy below read, "Step up men and pluck an apple. You will be wiser after reading the bit of wisdom on the back and may be lucky enough to win a pass to see 'The Lady Eve,' starting Friday." On the reverse side were a number of different wisecracks, but on one or two there were passes.

Cards, 11 x 14 in size, were attached to sticks and placed in bins of apples in the front windows of six grocery stores in the neighborhood. Copy on the cards read, "Wow! This Lady Eve sure knew her apples. See her at the Capitol Friday."

Specialty Act in Picture, So He Books It as Advance Ballyhoo

Occasionally a manager books for a personal appearance an act that appears in a picture which he is scheduled to play. Manager Harry Sefton of the Orpheum, Wichita, recently took advantage of such an opportunity to exploit "The Great American Broadcast," when he used "The Four Ink Spots," in an advance lobby ballyhoo for the picture.

Sefton placed a juke box containing their records in the lobby and assigned the dusky quartet to sing an accompaniment.

Costless Radio Stunt

Local Little Theatre groups are often glad of the chance to do something new and different. Capitalizing on this propensity, S. Lambert, manager of Warners' Venetian Theatre, Racine, Wis., had the Racine Theatre Guild do a skit from "Road to Zanzibar." The stunt cost nothing.



They Got Behind It

With the booking of Republic's "Sis Hopkins" at the Senate Theatre, Springfield, Ill., Kerasotes Brothers, operator of the house, got behind the picture with as thorough-going a campaign as the Illinois capital has had in months.

A Country Contest, in which newspapers offered free tickets for the prize-winning entries on "Why I Like the Country Best," tied in with the film's showing.

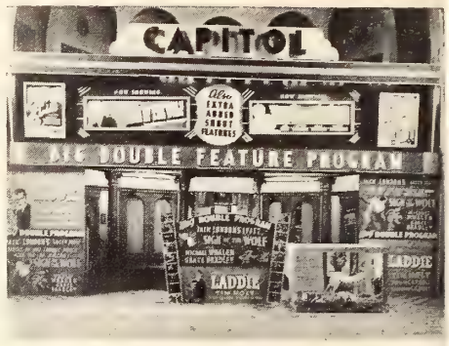
In another contest, free tickets were awarded to the first fifty contestants who assembled jumbled portions of cut-out photographs of Judy Canova, the star.

Shown in the accompanying reproduction are additional stunts that brought extra grosses to the Senate box office.

(A)—These are three of the novel ads used during the run.

(B)—This is a copy of the sticker which was affixed to 3,000 copies of Liberty magazine in a tieup with the local agency.

(C)—This is the ad used in the Want-Ad Tieup, in which tickets were given to the first ten people placing a Want Ad in the newspaper.



Puppies Offered to Public

Besides arranging an elaborate facade for RKO's "Laddie" and Monogram's "Sign of the Wolf" when those features played the Capitol Theatre in Dallas recently, Manager Louis Charninsky placed a cage with a canine and her six puppies in front of the house, fastened a sign to the cage offering the dogs free to those who called the Dallas Animal Protective League. The League received many calls.

Chicago Mgr. Sells Fact That Players Came From Neighborhood

You should always look through press books to see if there isn't some one from your town or neighborhood in the cast. Manager Everett Erickson of Warners' Rhodes Theatre, Chicago, did that recently and with considerable success. He found that Dink Trout, who appears in "Scattergood Baines," came from the very neighborhood which furnishes the bulk of his patronage. So he had an article planted in the local newspaper headed "Local Chatham Field Resident to Appear on Rhodes Screen." The item attracted considerable attention and many of the neighbors came in to see their acquaintance perform.

Teacher Angle on "Miss Bishop" Sells Tickets for John Field

The fact that "Cheers For Miss Bishop" concerns a school teacher suggested several ideas to John Field, manager of Warners' Ogden Theatre, Chicago. First of all, he got a publicity story in the *Southtown Economist*, a local newspaper with a circulation of over 100,000 and then had the editor comment on the subject editorially.

In addition a mimeographed letter was sent to all the PTA and Ways and Means Committee Chairmen in the vicinity, suggesting that they hold a benefit performance during the run of the picture for a party to be given the teachers. The idea worked out very well.

Backs 'Clean Up-Paint Up' Drive, Puts on Parade, Wins Goodwill

Building community goodwill is the forte of Ted Kirkmeyer, Ogden, Utah, theatre manager and he proved it recently when he got behind the "Clean Up-Paint Up" campaign of the Ogden Junior Chamber of Commerce.

Kirkmeyer assigned several schoolboys to march in a parade carrying a placard reading "We Help Keep Ogden Streets Clean and Are Rewarded With a Free Show at the Egyptian Theatre." These walking advertisements were part of a parade which included the police and fire departments, civic organizations, two bands and local dignitaries.

Pup Awarded in Contest

A pup, similar to the one seen in "Men of Boys Town," was given away as a prize by Dave Sablosky, Norris, Norristown, Pa., and the local newspaper through a letter contest run by the paper.

NEXT WEEK

8TH ANNIVERSARY NUMBER

SRB —in celebration of its eighth year of uninterrupted service to exhibitors, and in appreciation of the industry's support of its policy of dealing realistically with the problems of showmen—will offer special features designed for application to the profitable operation of theatres (the life blood of the motion picture industry).

Meet Your Exchangemen

Harry Berman (Republic)

Harry was for a long time police reporter on the *Buffalo Times*. He left the paper to become exploitation man for Shea's Theatres and later became publicity manager and advance man for Anatole Friedland. He traveled with roadshow companies but soon entered the film business as Syracuse salesman for Republic. He was transferred to Michigan and then returned to Buffalo, where he has since remained.



Abe Weiner (UA)

Abe grew up with UA. He joined the company, when it was first organized, as a booker and shipper. He has just been promoted to the branch managership in Boston, where he spent most of his career until 1938. Abe has also worked for Paramount, RealArt and Universal and also in a theatre, covering everything from prompter to stage manager. He was Pittsburgh manager for UA from 1938 to very recently and now has returned to his old home town to head the UA branch.



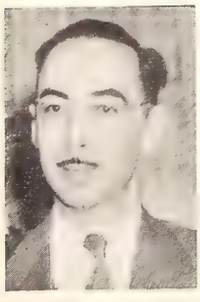
Harry Wolfe (RKO-Radio)

Harry used to be a Royal North West Mounted Police officer. He entered the film business in 1919 as revisor, poster clerk and shipper for Paramount in Calgary. He went to Universal in 1923 and was sent to Cincinnati, covering Kentucky on horseback. He was promoted to assistant sales manager, but left Universal in 1929 to return to Canada and other business. Re-entering the film business in 1936, he became a salesman for RKO and was promoted to branch manager in Winnipeg the following year.



Lou Metzelaar (Columbia)

It was back in 1925 that Lou started out in the film business as cashier for MGM in the Portland branch and shortly thereafter was transferred to Seattle as office manager. Then in 1928 with the opening of Columbia's Portland office, Lou became office manager and booker and has been there ever since in that capacity ripening his many friendships among the exhibitors in the territory.



Advance Dope

LAST OF THE DUANES (20th-Fox) 1941-42 **Drama.** Rel. not set. **Principals:** George Montgomery, Lynne Roberts, Eve Arden, George E. Stone. **Plot:** The last of the Duanes joins up with an outlaw gang in order to find the mysterious assailant who shot his father. At the same time he is to find the unknown leader, whom the Texas Rangers have been trying to track down. **Director,** James Tinling.

DEVIL AND DANIEL WEBSTER (RKO) **Drama.** Rel. not set. **Principals:** Edward Arnold, Walter Huston, Anne Shirley, James Craig, Simone Simon. **Plot:** Dogged by hard luck, a debt-ridden New England farmer sells his soul to the devil for seven years of prosperity. Belatedly the farmer, confronted by the consequences of his pact, relents his bargain and enlists the aid of Daniel Webster to out-talk the devil and get him back his soul. **Producer-Director,** William Dieterle.

OUR WIFE (Col.) **Comedy.** Rel. not set. **Principals:** Melvyn Douglas, Ruth Hussey, John Hubbard, Charles Coburn, Louise Beavers, Hobart Cavanaugh. **Plot:** A young lady whose chief interest in life is her scientific studies, suddenly finds herself helping a young band leader look after his helpless wife. But when her eyes are opened to her love for the man, and the wife's trickery, she fights and wins the man she loves. **Producer-Director,** John Stahl.

BIG HOUSE BLUES (Univ. 1941-42) **Comedy.** Rel. not set. **Principals:** Nat Pendleton, Anne Gwynne, Robert Paige, Elisabeth Risdon. **Plot:** A convict finds a novel way in which to present a young singer. He has his mob kidnap the drama critics and writers and put them in the audience at the prison, when the show goes on. **Director,** Al Rogell.

KANSAS CYCLONE (Rep.) **Western.** Rel. not set. **Principals:** Don Barry, Lynn Merrick, William Haade, Milt Kibbee, Dorothy Sebastian. **Plot:** A U. S. Marshal is sent by the Wells-Fargo Company to find the bandit who has been raiding the ore shipments. He formulates a plan of action that tricks the thief into revealing himself. **Director,** George Sherman.

A YANK IN THE R.A.F. (20th-Fox 1941-42) **Drama.** Rel. not set. **Principals:** Tyrone Power, Betty Grable, John Sutton, Reginald Gardiner. **Plot:** An American flyer joins the R.A.F. and does his share toward helping England. In the air, he fights the Germans. On the ground he fights the competition of his cronies when his girl-friend becomes a nurse. **Director,** Henry King.

TEXAS (Col.) **Historical Drama.** Rel. not set. **Principals:** William Holden, Glenn Ford, Edgar Buchanan, Andrew Tombes, Edmund MacDonald, Claire Trevor. **Plot:** Story of the rehabilitation of a country torn apart by the Civil War and the problem of getting the millions of herd of cattle roaming the plains to Texas, to the starving people. A ruthless gang has to be disposed of before the problem is solved. **Director,** George Marshall.

ACCENT ON LOVE (20th-Fox) **Comedy-Drama.** Rel. July 11. **Principals:** George Montgomery, Osa Massen, J. Carrol Naish, Cobina Wright, Jr., Stanley Clements. **Plot:** A young man in his right senses, wants to divorce a millionaire's beautiful daughter and give up a twenty thousand dollar a year job, to dig ditches for the W.P.A. . . . all because of a tenement girl. **Director,** Ray McCarey.

FLYING CADETS (Univ. 1941-42) **Drama** Rel. not set. **Principals:** Edmund Lowe, William Gargan, Peggy Moran, Frank Albertson, Frank Thomas, Jr. **Plot:** A soldier hero-of-fortune who married and left the girl behind, finds his "unknown" son among the students he teaches at a training center for government cadets. Fear for the boy's safety once he learns his identity, causes him to risk his own life in the boy's behalf. **Director,** Erle Kenton.

TWO LATINS FROM MANHATTAN (Col.) **Comedy with Music.** **Principals:** Joan Davis, Jinx Falkenburg, Joan Woodbury, Carmen Morales, Marquita Madero. **Plot** A Broadway night spot is the unsuspecting victim of two ambitious girls who impersonate a South American sister team they were expecting. Their success, however clears up all the complications that arise **Director,** Charles Barton.

THE OUTLAW TRAIL (RKO) **Western** Rel. not set. **Principals:** Tim Holt, Janet Waldo, Ray Whitley, Lee "Lasses" White Morris Ankrum. **Plot:** The experiences of an honest, but hot-headed young rancher who turns bad man to right the wrongs done to his father, but accidentally becomes a hero. **Director,** Edward Killy.

DANCE HALL (20th-Fox) **Comedy-with-Music.** Rel. July 18. **Principals:** Carole Landis, Cesar Romero, William Henry, June Storey, J. Edward Bromberg. **Plot:** Story of a dance hall king who thought he knew all about women until he met a swingtime sweetheart, who taught him a new technique in love. **Director,** Irving Pichel.

Plants Stories and Art

Lots of art and stories on coming attractions were planted in the *Daily News* recently by Manager Jack Forney of the Tivoli Theatre Frederick, Md.

Money Dates

JULY

1st

DOMINION DAY IN CANADA. This is a great day in the Land of the Maple Leaf and should be suitably celebrated. It compares with the celebration of Independence Day in the U. S. A.

3rd

IDAHO ADMITTED TO THE UNION, 1890. Admission Day is regarded as somewhat of a gala occasion in Idaho and theatres should participate in the celebration.

4th

INDEPENDENCE DAY. Have the flags flying. Use a trailer in advance suggesting to patrons that they can obtain surcease from fireworks in the cool comfort of the theatre. Run late shows so that after the fireworks displays are over you can attract patronage. Stress this angle in advertising. The holiday falls on a weekend this year, so you will have to use plenty of ingenuity to prevent loss of patronage.

FIRST ROAD TEST OF AUTO, 1894. Local automobile dealers might like to observe this occasion and in cooperation with them, you can stage a Fourth of July parade with ancient as well as present day vehicles participating.

Short Subject Reviews

ungle Girl *(Excellent)*

ep. Serial 15 Chapters

First, 29 mins.; Others, 17-20 mins. each

For the first time since the days of Helen olmes, Ruth Roland, Kathlyn Williams and earl White, the serial Queen again comes into er own in this new Republic chapter play. And viewing of the first two episodes impresses ne with the wisdom of Republic's move, for feminine star, beset with all the perils that rdinarily confront a super-man, wins not only ne sympathetic attention of the youngsters but nat of the older folk as well. No better selecon for the title role than Frances Gifford could ave been made, for she is the serial queen par xcellence, possessing the beauty, talent and nysical attributes this leading role demands. he story, with an unexplored jungle region as s background, is fantastic adventure, and while itics may deem it too implausible to bother tting excited about, the fact remains that it ill hold the attention of serial fans, at the me time providing "escape" entertainment for untless other moviegoers. Tom Neal, Trevor ardette and Gerald Mohr lend admirable suport to Miss Gifford, and the direction of Wilam Witney and John English squeezes every st bit of suspense out of every perilous situaon. The fact that *Time,* as well as many other eriodicals, have devoted much space to the ew serial queen should be ample warning to xhibitors to capitalize on this angle. A number novelties which will help swell attendance if isely distributed are illustrated in the "Jungle ueen" press book.

ero the Hound *(So-So)*

ara. (HO-9) Animated Antics No. 9 7 mins.

Much ado about nothing is this Max Fleischer artoon. Zero and his master are not particurly captivating creatures and their antics while t hunting ducks do not provide the entertainent audiences expect from cartoon characters.

nusual Occupations No. 5 *(A Wow)*

ara. (LO-5) 11 mins.

A scion of the "royal family" in shorts! ohn Barrymore describes, in his inimitable anner, the priceless collection of curios, stuffed nimals and birds and what nots, in his palatial tate on the West Coast. Ken Carpenter, ulcet-voiced radio announcer interviews the ctor. It's all very, very funny. Barrymore as a big following among radio and film ans so you can feature his name in the billing. he balance of the reel, containing four other ubjects is just so-so, but Barrymore steals he show as usual.

he Forgotten Man *(Typical)*

ara. (SO-4) Robert Benchley No. 4 11 mins.

This typical Benchley short sets out to prove hat the forgotten man is the average father nd it furnishes a few laughs and quite a few huckles along the way. It isn't Benchley's est laugh-provoker by any means but its own-to-earth insight into paternal psychology ill strike a responsive chord in everybody who ees it. This is a natural booking for Father's Day, so play it on that day if you can secure print. Don't forget to tie in with *The Saturday Evening Post's* national merchandising ampaign, material for which is free for the sking. The campaign was arranged especially for this film.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning May 31)

ASTOR — Out of Darkness (MGM) rev. 5-10-41.

CAPITOL—Information Please No. 9 (RKO-Pathe) rev. 5-10-41; Third Dimensional Murder (MGM) rev. 3-1-41.

GLOBE — The Watchman Takes a Wife (Col.) rev. 1-25-41; From Singapore to Hongkong (Col.) rev. 3-15-41.

PALACE — Publicity Sports (RKO-Pathe) rev. 4-5-41.

PARAMOUNT — Sun Fun (Para.) rev. 4-5-41; Oliver's Sweepstake Ticket (Para.).

RADIO CITY MUSIC HALL—The Fire Chief (RKO-Disney) rev. 12-14-40.

ROXY—Arctic Springtime (20th-Fox).

STRAND—Hunting the Hard Way (Vita.) rev. 5-24-41; Toy Trouble (Vita.) rev. 5-3-41; Cliff Edwards and his Buckaroos (Vita.) rev. 3-8-41.

Diving Thrills *(Very Good)*

Col. (2807) World of Sports No. 7 9 mins.

Bill Stern as commentator describes an imposing series of dives performed by an array of champions including the Fairbrother sisters, Elbert Root, Jack Cullimore and Charlie Diehl. Larry Griswold, comedian and expert diver, adds humor to the subject with his series of expertly performed comedy dives. Stern makes the subject interesting and his renown on the radio and through newsreels should add much to this series.

Take It Or Leave It No. 4 *(Very Good)*

Col. (2606) How's Your I.Q. No. 6 10 mins.

With Bob Hawk again as master of ceremonies, this edition of Take It or Leave It follows the usual pattern. The first contestant walks off with only $8 and the second fails on "How many sons had Adam?" the right answer being three. Questions on time and on dancing are well answered, but none of the contestants are able to answer the jackpot question, "Who was the first President of the 48 States," the correct answer being Taft. Try out some of these questions on patrons in advance and give passes to those who answer correctly. B. K. Blake produced.

Those We Love *(Different)*

Para. (AO-6) Headliners No. 6 11 mins.

This is right down the alley for those radio fans who listen to this popular program over the airways. The reel takes you on a pictorial tour behind the scenes while it is in the various stages of production, from the time the script is turned over to the producer until the program goes out over the air. Jimmie Fidler, radio commentator, handles the narration. In the cast are the following film names: Nan Grey, Richard Cromwell, Donald Woods and Alma Kruger. Direct your promotion to the radio fans in your audience for most of them probably listen to this program regularly.

Olive's Boithday Presink *(Snappy)*

Para. (EO-10) Popeye No. 10 7 mins.

This is a better than average Popeye. There is ample movement to the story, plenty of laughs and it should please Popeye's fans. The punch line scene gets a big laugh when Popeye snares a bear skin for Olive's birthday and finds a furrier's label inside.

Second-Run Short Given Big Campaign by Yates and Patterson

Some exhibitors don't even accord a *first-run* short subject a selling campaign, so it is unusual when somebody "shoots the works" on a second-run subject—and with good results, too.

In this instance, however, two did it: David Yates and Fred Patterson of the Capitol Theatre, Amarillo, Texas.

First, they arranged a tieup with the gas company. Then they got cooperative ads from two other firms, as well as window displays.

For a lobby build-up they obtained a Servel Electrolux and a Norge kitchen range.

From the newspapers they promoted publicity art and stories.

The entire cost of the campaign amounted to sixty-cents, which went toward the purchase of a date strip and merchant credit cards.

If Yates and Patterson do that on a second-run short, imagine what they'd do on a first-run.

The title of the short? We nearly forgot it. "Penny to the Rescue."

. . NEWSREEL SYNOPSES . .

(Released Saturday, May 31)

PATHE (Vol. 12, No. 79)—Roosevelt proclaims unlimited emergency; Brazil speeds up plane production; Night work starts on Shasta Dam; Forest rangers make snow surveys in Yosemite Park; Camp Upton boxing bouts; Harvard wins regatta; Motorcycle hill-climb in Illinois.

NOTE: Because of the Memorial Day holiday which necessitated an advanced printing schedule, synopses of the PARAMOUNT, MOVIETONE, NEWS OF THE DAY and UNIVERSAL newsreels were not available at press time.

(Released Wednesday, May 28)

PARAMOUNT (No. 78)—New British flying boat; Senators ride in Army reconnaissance car; Lord Halifax at British art exhibition in New York; Kaspar quadruplets celebrate fifth birthday; Arthur Menken reports on Singapore; Hysterical wins premiere Hollywood Park race; Paul Runyan wins Goodall golf tourney; Chimpanzee champions at Vero Beach, Fla.

MOVIETONE (Vol. 23, No. 75)—LaGuardia to head Civilian Defense; U. S. war supplies reach England; Army engineers in practice at Camp Bowie; Women's Clubs head asks all-out defense; 80-year-old man pilots plane for thrill (except Los Angeles, Chicago and Memphis); Pilots graduate from Arizona training school (Los Angeles only); Governor Green reviews Illinois troops in Tennessee (Chicago and Memphis only); Paul Runyan wins Goodall golf tourney; Hysterical wins premiere Hollywood Park race; Track meet at Los Angeles (Los Angeles only); Wellesley College girls in water ballet; Florida girl with two chimpanzees.

NEWS OF THE DAY (Vol. 12, No. 273)—Hess captor tells own story; U. S. war supplies reach England; New Civilian Defense chief asks nation's support; Women's Clubs rally for defense; Annapolis hails June Week girl; West Coast Relays at Los Angeles; Paul Runyan wins Goodall golf tourney; Hysterical wins premiere Hollywood Park race.

PATHE (Vol. 12, No. 78)—U. S. supplies reach England; Hess captor tells own story; H.M.S. Hood sunk in naval battle; Army bombers fly from San Francisco to Honolulu; Clubwomen hear Senators' war debate; Navy convoys workmen past pickets at Oakland, Calif.; Senators try out Army bantam car; Wellesley girls put on water ballet; Race season opens at Hollywood Park.

UNIVERSAL (Vol. 13, No. 983)—Women's Club head outlines woman's role in war; Presentation of Colors ceremony and review at Annapolis; Britain speeds pilot output; Senators try out Army bantam car; Bonnet fashions at Miami, Fla.; West Coast Relays at Los Angeles; Wellesley girls put on water ballet; Paul Runyan wins Goodall golf tourney; Hysterical wins premiere Hollywood Park race.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Herbert Marshall reported to the Goldwyn studio last week for his work in the Samuel Goldwyn production. "The Little Foxes," starring Bette Davis. The company, under William Wyler's direction, is shooting around Miss Davis, who will rest for a few more days under orders of her physician, before rejoining the cast.

Lou Merrill, top-flight radio actor, was signed by Cecil B. De Mille for an important role in the Technicolor screen epic, "Reap the Wild Wind," which goes before the Paramount cameras shortly.

Robert Baldwin, who in real life is the husband of Cecilia Parker, will play his first romantic lead opposite his wife in PRC's "Gambling Daughters."

Deanna Durbin's new starring vehicle, "Almost an Angel," went into production this week under the direction of Henry Koster. Charles Laughton and Robert Cummings have the top male leads in the picture, which Joe Pasternak is producing for Universal. This marks Deanna's first screen appearance in four months.

The teaming of Bill Elliott and Tex Ritter got under way a few days ago in Columbia's "King of Dodge City." first of the new series of westerns. Judith Linden has been assigned the feminine lead in the picture.

Director Edwin L. Marin gave the "go" signal to MGM's "Ringside Maisie," with a cast headed by Ann Sothern, George Murphy, Robert Sterling and Florence Bates.

Jack Norton reported to 20th Century-Fox to play his drunk characterization in "Private Nurse." Norton excels in this type of role although he never drinks.

Warner Bros. has set Ronald Reagan and Jane Wyman for co-starring roles in "Background to Danger," scheduled for early filming. It is the first time the couple will play husband and wife on the screen.

Marie Wilson, Nils Asther, Roger Pryor and Grady Sutton were assigned top supporting roles by Bill Pine and Bill Thomas in "Flying Blind," third of the series of aviation pictures they are producing. Richard Arlen and Jean Parker will be co-starred, under the direction of Frank McDonald.

William Dieterle's RKO production, "The Devil and Daniel Webster," resumed shooting with Edward Arnold in Thomas Mitchell's role. The picture was closed down for the past three weeks because of Mitchell's hospitalization.

The latest Gene Autry starrer, "Under Fiesta Stars," is currently shooting at Republic under the direction of William Morgan. Smiley Burnette and Maris Wrixon head the supporting cast.

With the wind-up of added scenes for "Oh, Charlie," Bud Abbott and Lou Costello expect to take it easy for about ten days before starting on their next at Universal, "Ride 'Em Cowboy." The two comics recently completed "In the Navy."

Robert Benchley and Cliff Nazarro have been signed for important comedy roles in Columbia's "You'll Never Get Rich," the picture starring Fred Astaire and Rita Hayworth. Sidney Lanfield is directing the filmusical.

"Phantom Ranger," second in the Tom Keene series of westerns for Monogram, is scheduled to go before the cameras in about a week.

Forrest Stanley and Albert Morin were set to play major roles in "Sheik of Buffalo Butte," Harry Sherman's 38th Hopalong Cassidy picture. Jean Phillips is the feminine lead in the Bill Boyd starrer, which also is Brad King's second western as "Hoppy's" sidekick. Howard Bretherton is directing.

Will Stanton has been signed by 20th Century-Fox for a featured spot in the current Jack Benny starrer, "Charley's Aunt," which Archie Mayo is directing. In addition to Benny, the cast includes Kay Francis, James Ellison, Arleen Whelan, Laird Cregar, Anne Baxter, Edmund Gwenn and Richard Haydn.

MGM handed Red Skelton a new term contract and a leading role with Ann Sothern in "Panama Hattie," which Norman McLeod will direct.

If the deal can be arranged, Katharine Cornell may play the leading role in "The Doctor's Dilemma" for Gabriel Pascal. This may be the first picture Pascal will make in Canada, if his plans to produce these are consummated.

Gene Lockhart Signed by Small

Gene Lockhart was signed by Edward Small for one of the top roles in his United Artists production, "International Lady," currently filming under the direction of Tim Whelan. Also signed for the picture, which stars George Brent, Ilona Massey and Basil Rathbone, was George Zucco.

Jory in Next Hopalong

Victor Jory has been signed by Harry Sherman for a leading role in the next Hopalong Cassidy adventure, "Timberwolves," which will start at Lone Pine early in June with Bill Boyd in the top role. Eleanor Stewart has the feminine lead.



Reminiscences of a Trouper

Veteran actor Charles Coburn (right) tells the younger members of Columbia's "Our Wife" company an anecdote of his earlier days as a trouper. His audience (left to right) Ruth Hussey, Melvyn Douglas and John Hubbard, are all principals in this new John M. Stahl production.

Isabel Dawn Polishes Original

Isabel Dawn is doing a polish job for Republi on her original screenplay, now titled "Lad for a Night." The story was previously know as "Memphis Belle."

Sutherland Megs "Nine Lives"

Eddie Sutherland's first directorial assign ment at Warner Bros. will be "Nine Lives Ar Not Enough," based on a novel by Jerome Oc lum. The picture is scheduled to go before th cameras during the first week in June.

Ray Collins Gets RKO Deal

Ray Collins, recently seen in "Citizen Kane has been signed to a long-term contract b RKO. Collins is currently playing the impo tant role of the defense attorney in Orso Welles' New York stage hit, "Native Son."

Seiter Upped to Producer-Director

William A. Seiter has been upped to produce director status at Universal and will mak "Marriage of Inconvenience" as his first assign ment.

Cast Set for "City Limits"

Frankie Albertson, Lorna Gray and Je Prouty will head the cast of Monogram's "Ci Limits," set for an early start with Jean Ya borough directing.

Cregar Tops "Coney Island" Cast

Laird Cregar will have one of the maj roles in "Coney Island," forthcoming 20th Ce tury-Fox production.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

If the "Oscars" keep on rolling in, David O. Selznick will be forced to move out of his office. Latest to arrive, a new, unique member, is the "Oscarette" from the Campfire Girls, who voted his "Gone With the Wind" the best picture of its time. How about changing his name from David to Oscar?

We understand that Gregory Ratoff, who learned ballet while studying for the stage in Russia, does a perfect pirouette before the cameras each day on the set of "Tonight Belongs To Us." It must be a new directorial "art."

Latest "tag" to be tied to a motion picture star is the one voted Joan Leslie by the cadets of the Army air training base at Ontario, California . . . namely the "All-Out Girl." We always thought this title belonged to Jane Russell, the lovely girl in "The Outlaw," soon to be previewed.

Jeffrey Lynn is running Ralph Bellamy a close second for the "never-get-the-girl" title. It sure would be a treat if some director changed the script around and had either, or both of the boys, grab the "gal" in the end . . . and a relief, at that.

Don't be surprised to see Bob Hope's name way up on top of the ten best box-office bets for 1941. His latest, "Caught in the Draft," is just about the best thing to hit this town in a long time . . . a smash-hit performance in a smash-hit picture, loaded with the famous Hope wisecracks. Be sure to see it for a laugh.

We ran into Orson Welles on Vine Street the other day and got a big laugh when we asked him if he was out exercising his flat feet . . . or just getting them in shape for the draft board.

That Rita Hayworth performance in 20th Century-Fox' "Blood and Sand," will make the old movie "vamps" turn over in their graves . . . or beds, if they are still around. Rita puts screen vamping on a new level and we're now wondering why some of the smart boys didn't think of her for that type of role before.

Colonna Back at Republic

Jerry Colonna reports back to Republic for the comedy lead in "Ice Capades of 1941," which will feature the entire ensemble of the hit ice show of the same name. Colonna recently completed "Sis Hopkins," Judy Canova starrer, on the lot.

Columbia Terms Ann Miller

After looking at her work in "Time Out for Rhythm," Columbia executives have signed Ann Miller to a term contract calling for two pictures a year. Miss Miller's first assignment under the new pact will be a top role in "Synthetic Lady," which is to be produced by Irving Starr, who also supervised the filming of "Rhythm."

Charities Committee Elects New Chairman

The Permanent Charities Committee of the Motion Picture Industry at a recent meeting, elected Edward Arnold Chairman, to succeed Samuel Goldwyn, who has resigned after serving for the past year. The committee also appointed an executive committee with full powers to act on behalf of the guilds in all charitable activities of the industry.

Appointed to serve on the executive committee for the coming year were Edward Arnold, of the Screen Actors Guild, Chairman; King Vidor, of the Screen Directors Guild; Ralph Block, of the Screen Writers Guild; Bert Allenberg, of the Artists Managers Guild; and Samuel Goldwyn, representing the producers.

As its first activity, the committee voted to support United China Relief in its campaign to raise funds for stricken China. David O. Selznick was appointed to head a committee on behalf of United China Relief.

Velez-Errol Comedy Starts at RKO-Radio

Bringing back to the screen the starring team of Lupe Velez and Leon Errol, who have scored three successive hits for RKO, "Lord Epping Sees a Ghost" went before the cameras at the Gower Street studio. The two fun-makers are supported by Charles "Buddy" Rogers, Zasu Pitts, Elisabeth Risdon, Jack Arnold, Lydia Bilbrook, Marion Martin and Fritz Feld.

Cliff Reid, who produced "Mexican Spitfire Out West," most recent RKO comedy starring the pair, will handle the production reins on the new feature. Leslie Goodwins is directing from the screenplay by Jerry Cady.

Binyon Returns to Paramount

Claude Binyon's one-picture writing deal with Paramount has been scrapped and the scenarist has been handed a long-term contract. Binyon has completed the first screen treatment for "Take a Letter, Darling," from George Beck's original. This marks his return to Paramount where he was formerly under contract for seven years.

Schunzel to Produce "Kosciusko"

Reinhold Schunzel plans to produce and direct "Kosciusko," which he purchased from Leo Podwojsky recently, as an independent venture to follow "Strange Victory," which he is now preparing to direct for Sol Lesser's United Artists release.

Goldwyn Readies 'Burlesque Queen'

As the first steps for his production of "The Professor and the Burlesque Queen," Samuel Goldwyn has engaged Howard Hawks to handle the megaphone. The picture, scheduled to start July 1, will star Gary Cooper and a top name player for the feminine lead. Charles Brackett and Bill Wilder are now writing the screenplay. Hawks will report to the Goldwyn studio next week to begin preparations.

HOLLYWOOD STUDIO ROUND-UP

With a record amount of product before the cameras right now, eight new pictures were started this week:

COLUMBIA

YOU'LL NEVER GET RICH—Principals: Fred Astaire, Rita Hayworth, Sunnie O'Dea, Martha Tilton. Director, Sidney Lanfield.

KING OF DODGE CITY—Principals: Bill Elliott, Tex Ritter, Judith Linden. Director, Lambert Hillyer.

METRO-GOLDWYN-MAYER

RINGSIDE MAISIE — Principals: Ann Sothern, George Murphy, Robert Sterling, Florence Bates. Director, Edwin L. Marin.

PRODUCERS

GAMBLING DAUGHTERS — Principals: Cecilia Parker, Roger Pryor, Gail Storm. Director, Max Nosseck.

RKO-RADIO

LORD EPPING SEES A GHOST—Principals: Leon Errol, Lupe Velez, Zasu Pitts. Director, Leslie Goodwins.

TIM HOLT No. 3—Principals: Tim Holt, Jane Clayton, Ray Whitley. Director, David Howard.

REPUBLIC

UNDER FIESTA STARS — Principals: Gene Autry, Smiley Burnette, Maris Wrixon. Director, William Morgan.

UNIVERSAL

ALMOST AN ANGEL—Principals: Deanna Durbin, Charles Laughton, Robert Cummings. Director, Henry Koster.

Cabot Reports to Wanger

Bruce Cabot checked in at the Walter Wanger studio to begin his new term contract. First assignment will be either in "Sundown" or in "Eagle Squadron," both on Wanger's 1941-42 schedule for United Artists release.

Greenblatt Arrives for PRC Confabs

Arthur Greenblatt, general sales manager of Producers Releasing Corporation, has arrived in Hollywood for production conferences on the 1941-42 program with George R. Batcheller and Sigmund Neufeld. He will also confer with Louis Rutstein, local PRC franchise holder.

Sales Chief Visits Set

Arthur Kelly, sales chief for United Artists, visits the set of Edward Small's newest production, "International Lady," which UA will release. Left to right are Producer Small, Kelly, star George Brent and Director Tim Whelan.



Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
Hell's Crossroads (D)A	Tom Keene-John Qualen (Former title "Our Daily Bread")		8/2/40	Reissued
Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
	I Married Adventure (T)F	Travelogue Feature	78	7/24/40	b8/3/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1038	Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
	Adventure in Washington(D)F	Herbert Marshall-Virginia Bruce	84	5/30/41	b5/31/41
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2037	Big Boss (D)A	Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
2013	Her First Beau (CD)F	Jane Withers-Jackie Cooper	76	5/8/41	b5/10/41
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
2020	Naval Academy (D)F	Jimmy Lyden-Fred. Bartholomew	67	5/22/41	b5/24/41
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2002	Penny Serenade (CD)F	Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles		5/7/41	a4/26/41
2008	She Knew All the Answers (D)A	Franchot Tone-Joan Bennett	85	5/15/41	b5/24/41
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
2011	They Dare Not Love (D)A	Martha Scott-George Brent	76	4/30/41	b5/3/41
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
2036	Under Age (D)A	Nan Grey-Alan Baxter-Tom Neal	60	4/26/41	b4/26/41
	Voice In the Night (D)	Clive Brook-Diana Wynyard	83	5/20/41	b4/19/41
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming

	Blondie in Society (C)	Penny Singleton-Arthur Lake			a5/24/41
	Devil to Pay (My)	Ralph Bellamy-Margaret Lindsay			In Prod.
2215	Hands Across the Rockies (W)	Bill Elliott-Dub Taylor		6/19/41	a4/26/41
	I Was a Prisoner on Devil's Island (D)	Sally Eilers-Donald Woods		6/30/41	a4/26/41
	King of Dodge City (W)	Bill Elliott-Tex Ritter			In Prod.
	Ladies in Retirement	Ida Lupino-Louis Hayward			In Prod.
2206	Medico of Painted Spring (W)	Chas. Starrett-Terry Walker		6/26/41	In Prod.
	Mr. Jordan Comes to Town (FA)	Robt. Montgomery-Rita Johnson			a5/24/41
	Mystery Ship	Lola Lane-Paul Kelly			In Prod.
	Officer and the Lady (D)	Rochelle Hudson-Bruce Bennett			a4/26/41
	Our Wife (C)	Ruth Hussey-Melvyn Douglas			a5/31/41
	Richest Man in Town (D) (Former title "Obituary")	Frank Craven-Edgar Buchanan		6/19/41	a4/26/41
	Son of Davy Crockett (W)	Bill Elliott-Iris Meredith			a5/24/41
	Sweetheart of the Campus (MD) (Former title "Betty Co-Ed")	Ruby Keeler-Harriet Hilliard		6/26/41	a4/26/41
	Texas (PD)	William Holden-Glenn Ford			a5/31/41
	Tillie the Toiler (C)	Kay Harris-William Tracy			In Prod.
	Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane		6/12/41	a3/15/41
	Tonight Belongs to Us	Loretta Young-Dean Jagger			In Prod.
	Two in a Taxi (D) (Former title "One Way Street")	Anita Louise-Russell Hayden			a4/26/41
	Two Latins From Manhattan (CM)	Jinx Falkenberg-Joan Woodbury			a5/31/41
	You'll Never Get Rich	Fred Astaire-Rita Hayworth			In Prod.

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44	Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
45	We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

Current 1940-41

126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
137	Billy the Kid (Tech.) (D)F	Rob't Taylor-Maureen O'Sullivan	95	5/30/41	b5/31/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41

MGM

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108	Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/40
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/3
114	Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
135	I'll Wait For You (D)F	Virginia Weidler-Robt. Sterling	75	5/16/41	b5/10/40
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/40
120	Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/40
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
134	Love Crazy (F)A	Wm. Powell-Myrna Loy-Fay Bainter	99	5/23/41	b5/17/40
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/40
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/40
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/40
133	People vs. Dr. Kildare (D)F	Lew Ayres-Lionel Barrymore	77	5/2/41	b5/10/40
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/40
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90	2/14/41	b2/15/40
131	Washington Melodrama(My)A	Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/40
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/40
136	Woman's Face (D)A	Joan Crawford-Melvyn Douglas	106	5/9/41	b5/10/40
102	Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD)	Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/40

Coming

Barnacle Bill (CD)	Wallace Beery-Virginia Weidler		7/4/41	a5/10/40
Big Store (F) (Former title "Bargain Basement")	Marx Bros.-Virginia Grey		6/20/41	a5/10/40
Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)		6/27/41	a3/29/40
Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman			a3/29/40
Getaway (G)	Robert Sterling-Van Heflin		6/13/41	a5/10/40
Lady Be Good (Mu)	Eleanor Powell-Ann Sothern			a3/22/40
Life Begins for Andy Hardy	Mickey Rooney-Judy Garland			In Prod
Ringside Maisie	Ann Sothern-George Murphy		7/11/41	In Prod
Smilin' Through (Tech.)	Jeannette MacDonald-Ian Hunter			In Prod
Unholy Partners (D) (Former title "The Uniform")	Clark Gable-Rosalind Russell		6/27/41	a3/29/40
Yearling, The (Tech.)	Spencer Tracy-Anne Revere			In Prod

MONOGRAM

Current 1939-40

Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
Up In the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40

Current 1940-41

Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
Dead Man's Shoes (My)A	Leslie Banks-Wilfred Lawson	65	1/15/41	b5/17/40
Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/40
Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
House of Mystery (H)A	Kenneth Kent-Judy Kelly	62	5/7/41	b5/31/40
Invisible Ghost (H)A	Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/40
Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		2/10/41	a1/11/40
King of Zombies (H)A	John Archer-Mantan Moreland	67	5/14/41	a5/17/40
Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
Orphans of the North (T)	Adventure film		7/29/40	Not Rev
Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
Pioneers, The (W)F	Tex Ritter-Slim Andrews	61	5/10/41	b5/3/40
Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/40
Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
Redhead (D)A	June Lang, Johnny Downs	64	5/21/41	b5/17/40
Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/40
Roar of the Press (My)F	Jean Parker-Wallace Ford	72	4/30/41	b4/26/40
Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/40
Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/40
Silver Stallion (D)	David Sharpe-Leroy Mason-Thunder		5/30/41	a5/10/40
Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/40
Tumbledown Ranch in Arizona (W)F	Range Busters	60	4/20/41	b5/3/40
West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
Wrangler's Roost (W)	Range Busters		6/4/41	a5/17/40
You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/40

Coming 1940-41

Gang's All Here (G)	Frankie Darro-Mantan Moreland		6/11/41	a5/17/40
Murder By Appointment	Wallace Ford-Marian Marsh		6/30/41	In Prod
Wanderers of the Desert (W)	Tom Keene-Betty Miles		6/25/41	In Prod

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3942	Golden Gloves (D)A	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3943	Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3959	Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3941	Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940	Way of All Flesh (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

Current 1940-41

4009	Arise, My Love (CD)A	Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)F	Bill Boyd-Russell Hayden	60	4/18/41	b4/5/40
4005	Cherokee Strip (W)F	Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F	Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)F	Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F	Bill Boyd-Russell Hayden	60	1/10/41	b1/11/40
4052	In Old Colorado (W)F	Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/40
4002	I Want A Divorce (C)A	Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4028	I Wanted Wings (D)F	Brian Donlevy-Ray Milland	130	5/30/41	b3/29/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

ARAMOUNT

Current 1940-41 (Cont.)

		Mins	Rel Date	See Issue of
6	Life With Henry (C)F.....Jackie Cooper-Leila Ernst.....	80..	1/24/41	...b1/18/41
2	Lady Eve (D)F.....Barbara Stanwyck-Henry Fonda....	97..	3/21/41	....b3/1/41
3	Las Vegas Nights (Mu-C)F...Phil Regan-Bert Wheeler-Dorsey...	89..	3/28/41	...b3/22/41
3	Love Thy Neighbor (C)F.....Jack Benny-Fred Allen.....	82..	12/27/40	..b12/21/40
8	Mad Doctor (H)F.....Basil Rathbone-Ellen Drew.....	90..	2/14/41	...b2/15/41
0	Monster and the Girl (H)A...Ellen Drew-Onslow Stevens.....	64..	2/28/41	...b2/15/41
6	Moon Over Burma (D)A.....D. Lamour-R. Preston-P. Foster....	82..	10/18/40	..b10/19/40
1	Night At Earl Carroll's (M)F.J. Carrol Naish-E. Carroll Girls....	70..	12/6/40	..b11/23/40
4	Pirates on Horseback (W)F...Wm. Boyd-Russell Hayden.....	69..	5/23/41	...b5/24/41
6	Power Dive (D)F.....Richard Arlen-Jean Parker.....	68..	4/25/41	...b4/12/41
4	Quarterback (CD)F.....Wayne Morris-Virginia Dale.....	72..	10/4/40	..b10/5/40
3	Rangers of Fortune (D)F....MacMurray-Morison-Dekker	80..	9/27/40	...b9/14/40
7	Reaching for the Sun (CD)A.Joel McCrea-Ellen Drew.....	88..	5/2/41	....b4/12/41
5	Road to Zanzibar (CM)F.....Crosby-Lamour-Hope	90..	4/11/41	....b3/15/41
4	Round-Up (W)F .....Richard Dix-Patricia Morison.....	90..	4/4/41	....b3/15/41
1	Rhythm on the River (M)F...Bing Crosby-Mary Martin.....	90..	9/6/40	...b8/24/40
4	Second Chorus (M)F.....Fred Astaire-Paulette Goddard.....	88..	1/3/41	...b11/30/40
2	Texas Rangers Ride Again (W)F.....J. Howard-Ellen Drew-M. Robson..	67..	12/13/40	..b11/9/40
1	There's Magic in Music(Mu)F.Allan Jones-Susanna Foster..... (Reviewed as "Hard Boiled Canary")	80..	5/16/41	....b3/1/41
0	Three Men From Texas (W)F.William Boyd-Russell Hayden.....	75..	11/15/40	..b9/14/40
5	Victory (D)A.....Fredric March-Betty Field.....	79..	1/17/41	..b12/21/40
9	Virginia (Tech.) (PD)F.....Madeleine Carroll-F. MacMurray....	108..	2/21/41	...b1/18/41
0	World In Flames (Doc)A.....Newsreel Compilation.....	60..	10/25/40	..b10/19/40
7	You're The One (M)F.....Orrin Tucker-Bonnie Baker.....	81..	2/7/41	.....b2/8/41

Coming

	Aloma of the South Seas (D)..Dorothy Lamour-Jon Hall (Tech.).....	8/15/41	...a4/12/41
	Among the Living.....Albert Dekker-Susan Hayward.....		....In Prod.
	Bahama Passage (Tech.).....Madeleine Carroll-Stirling Hayden.....		....In Prod.
	Birth of the Blues.....Bing Crosby-Mary Martin.....		....In Prod.
	Buy Me That Town (CD)....Lloyd Nolan-Constance Moore.....		....a4/19/41
	Caught in the Draft (C)F....Bob Hope-Dorothy Lamour.....	81..	7/4/41	...b5/3/41
	Forced Landing (D).....Richard Arlen-Eva Gabor.....		7/25/41	....a5/17/41
	Great Man's Lady (D).....Barbara Stanwyck-Joel McCrea..... (Former title "Pioneer Woman")			....a3/22/41
	Henry Aldrich For President (CD).....Jimmy Lydon-Mary Anderson.....			....a4/26/41
	Hold Back the Dawn (D).....Chas. Boyer-Olivia de Havilland.....			....a3/22/41
	Kiss the Boys Goodbye (CM)..D. Ameche-M. Martin-O. Levant.....		8/1/41	....a3/8/41
	Mr. Bug Goes to Town.....Tech. Cartoon Feature.....			....In Prod.
	New York Town.....Mary Martin-Fred MacMurray.....		7/25/41	...a11/30/40
	Night of Jan. 16th (My).....Ellen Drew-Robt. Preston.....			....a4/12/41
	Nothing But the Truth (C)...Bob Hope-Paulette Goddard.....			....a4/26/41
29	One Night in Lisbon (C)A...Madeleine Carroll-Fred MacMurray.	95..	6/13/41	...b5/10/41
	Parson of Panamint (D).....Charles Ruggles-Ellen Drew.....		6/27/41	....a4/26/41
	Secret of the Wastelands (W).Wm. Boyd-Brad King-Andy Clyde.....			....In Prod.
	Shepherd of the Hills (D)....John Wayne-Betty Field (Tech.).....		7/18/41	...a11/9/40
	Sheik of Buffalo Butte (W)....Wm. Boyd-Brad King.....			....In Prod.
	Skylark (CD).....Claudette Colbert-Ray Milland.....			....a3/1/41
	Sullivan's Travels.....Joel McCrea-Veronica Lake.....			....In Prod.
30	West Point Widow (CD).....Ann Shirley-Richard Carlson.....		6/20/41	...a3/22/41
	Wide Open Town (W).....William Boyd-Russell Hayden.....			....a3/1/41
	World Premiere (C).....John Barrymore-Frances Farmer.....			....a4/26/41

RODUCERS RELEASING CO.

53	Arizona Gang Busters (W)....Tim McCoy	60..	9/16/40	...Not Rev.
59	Billy the Kid's Gun Justice(W).Bob Steele	63..	12/27/40	..Not Rev.
58	Billy the Kid in Texas (W)..Bob Steele	55..	9/30/40	...Not Rev.
57	Billy the Kid Outlawed (W)...Bob Steele	55..	7/20/40	...Not Rev.
61	Billy the Kid's Fighting Pals (W)F.....Bob Steele	62..	4/18/41	...b4/12/41
60	Billy the Kid's Range War (W).Bob Steele	60..	1/24/41	...Not Rev.
07	Caught in the Act (C)F.....Henry Armetta	62..	2/7/41	....b4/26/41
11	Criminals Within (My).....Eric Linden-Ann Doran.....		6/13/41	...a5/24/41
	Desperate Cargo.....Ralph Byrd-Carol Hughes.....			....In Prod.
05	Devil Bat (My).....Bela Lugosi-Forrest Tucker.....	69..	12/13/40	...Not Rev.
09	Emergency Landing (Spy)....Carol Hughes		5/23/41	....In Prod.
08	Federal Fugitives (Spy)F....Neil Hamilton-Doris Day.....	66..	3/28/41	...b5/24/41
	Gambling Daughters.....Cecilia Parker-Roger Pryor.....			....In Prod.
52	Gun Code (W).....Tim McCoy	55..	8/3/40	...Not Rev.
04	Misbehaving Husbands (C)F..Harry Langdon-Betty Blythe.....	66..	12/20/40	..b12/14/40
63	Lone Raider Rides On (W)...George Houston	64..	1/10/41	...Not Rev.
54	Lone Rider Crosses the Rio (W)George Houston		2/28/41	...Not Rev.
65	Lone Rider In Ghost Town (W)FGeo. Houston-Alaine Brandes.....	64..	5/16/41	...b5/17/41
03	Marked Men (D).....Warren Hull-Isabel Jewell.....		8/28/40	...Not Rev.
	Motorcycle Squad .....Kane Richmond-Pauline Moore.....			....In Prod.
55	Outlaws of the Rio Grande (W)F .....Tim McCoy	53..	3/7/41	.....b3/1/41
23	Paner Bullets.....Joan Woodbury-Jack LaRue.....		5/30/41	...a5/17/41
54	Riders of Black Mountain (W).Tim McCoy	59..	11/11/40	...Not Rev.
06	Secret Evidence (My)F.....Charles Quigley-Marjorie Reynolds.	64..	1/31/41	....b2/8/41
10	South of Panama (Spy)F.....Roger Pryor-Virginia Vale.....	68..	5/2/41	....b4/26/41
56	Texas Marshal (W).....Tim McCoy-Kay Leslie.....		5/30/41	..a5/17/41

..K.O.-RADIO

Current 1939-40

39	Cross Country Romance (C)F..Gene Raymond-Wendy Barrie.....	66..	7/12/40	...b6/29/40
10	Dance, Girl, Dance (D)A.....Maureen O'Hara-Louis Hayward....	82..	8/23/40	...b8/31/40
36	Dr. Christian Meets the Women (D)F.....Jean Hersholt-Dorothy Lovett.....	63..	7/5/40	....b6/29/40
38	Lucky Partners (C)A.....Ginger Rogers-Ronald Colman.....	101..	8/23/40	...b8/17/40
37	Millionaires in Prison (D)A..Lee Tracy-Linda Hayes.....	62..	7/26/40	...b6/29/40
42	One Crowded Night (D)A.....Billie Seward-Don Costello.....	66..	8/9/40	....b8/3/40
61	Queen of Destiny (B)F.....Neagle-Walbrook (Tech.)..... (Reviewed as "Sixty Glorious Years")	90..	8/2/40	...b10/29/38
85	Stage to Chino (W)F.....George O'Brien.....	59..	7/26/40	...b7/27/40
41	Stranger on the Third Floor (D)A.....Peter Lorre-Margaret Tallichet.....	62..	8/16/40	....b9/7/40
29	Tom Brown's Schooldays (D)F.Jimmy Lydon-Hardwicke.....	84..	7/19/40	...b6/22/40
86	Triple Justice (W)F.....Geo. O'Brien-Virginia Vale.....	66..	9/27/40	..b10/19/40
43	Wildcat Bus (A)F.....Fay Wray-Charles Lang.....	62..	8/23/40	...b8/17/40

Current 1940-41

183	Along the Rio Grande (W)F..Tim Holt-Betty Jane Rhodes.....	66..	2/7/41	.....b2/1/41
161	Convoy (War)F.....Clive Brook-John Clements.....	89..	1/3/41	....b12/7/40
122	Devil and Miss Jones (D)F...Jean Arthur-Chas. Coburn.....	92..	4/11/41	....b4/5/41
102	Dreaming Out Loud (C)F.....Lum & Abner-Frances Langford.....	81..	9/13/40	...b9/14/40
	Fantasia (FA)F .....Technicolor Cartoon	150..		...b11/16/40
182	Fargo Kid (W)F.....Tim Holt-Jane Drummond.....	65..	12/6/40	...b11/2/40
119	Footlight Fever (C)F.....Alan Mowbray-Donald McBride....	67..	3/21/41	....b4/5/41
120	Girl, A Guy and A Gob (C)F.Geo. Murphy-Lucille Ball.....	91..	3/14/41	....b3/1/41
103	I'm Still Alive (D)F.....Linda Hayes-Kent Taylor.....	66..	9/27/40	...b9/21/40
112	Kitty Foyle (D)A.....Ginger Rogers-Dennis Morgan.....	105..	12/27/40	..b12/28/40
107	Laddie (D)F.....Tim Holt-Virginia Gilmore.....	68..	10/18/40	...b9/21/40
115	Let's Make Music (CM)F....Bob Crosby-Jean Rogers.....	84..	1/17/41	..b12/14/40
109	Li'l Abner (F)F.....Granville Owen-Kay Sutton.....	78..	11/1/40	...b11/9/40
124	Melody for Three (D)F.....Jean Hersholt-Fay Wray.....	67..	3/28/41	....b3/8/41
110	Little Men (D)F.....Kay Francis-Lydon-Oakie.....	84..	1/10/41	...b12/7/40
101	Men Against the Sky (D)F...Richard Dix-Wendy Barrie.....	74..	9/6/40	...b8/24/40
111	Mexican Spitfire Out West (C)A.....Lupe Velez-Leon Errol.....	75..	11/15/40	..b10/12/40
117	Mr. & Mrs. Smith (C)A.....Carole Lombard-Robt. Montgomery..	95..	1/31/41	...b1/18/41
114	No, No, Nanette (MC)F.....Anna Neagle-Richard Carlson.....	96..	12/20/40	..b12/21/40
121	Play Girl (CD)A.....Kay Francis-James Ellison.....	75..	2/14/41	..b12/21/40
171	Ramparts We Watch (Doc)F..March of Time Feature.....	90..	8/16/40	...b7/27/40
113	Remedy for Riches (D)F ....Jean Hersholt-Dorothy Lovett.....	60..	11/29/40	..b11/23/40
125	Repent at Leisure (C-D)F....Kent Taylor-Wendy Barrie.....	67..	4/4/41	....b5/31/41
184	Robbers of the Range (W)F...Tim Holt-Ray Whitley.....	61..	4/18/41	....b4/5/41
118	Saint in Palm Springs(MyC)F.George Sanders-Wendy Barrie.....	67..	1/24/41	....b1/4/41
123	Scattergood Baines (C)F.....Guy Kibbee-Carol Hughes.....	69..	2/21/41	...b2/15/41
132	Scattergood Pulls the Strings (D)F.....Guy Kibbee	65..	5/23/41	...b5/17/41
133	Sunny (MC)F.....A. Neagle-J. Carroll-R. Bolger....	98..	5/30/41	...b5/24/41
128	They Met in Argentina(MD)F.Ellison-O'Hara-Ebsen	77..	4/25/41	...b4/26/41
104	They Knew What They Wanted (D)A.....Charles Laughton-Carole Lombard...	96..	10/25/40	..b10/12/40
106	Too Many Girls (M)A.....Richard Carlson-Lucille Ball.....	85..	11/8/40	..b10/12/40
105	Villain Still Pursued Her(C)F.Anita Louise-Richard Cromwell.....	66..	10/11/40	..b7/27/40
181	Wagon Train (W)F.....Tim Holt-Martha O'Driscoll.....	62..	10/4/40	..b10/12/40
108	You'll Find Out (MyMC)F...Kay Kyser-Peter Lorre-Karloff.....	97..	11/22/40	..b11/16/40

R.K.O.-RADIO

Coming

		Mins.	Rel. Date	See Issue of
	Bambi .....Disney Cartoon Feature.....			....In Prod.
	Before the Fact (D).....Cary Grant-Joan Fontaine.....			....a3/22/41
118	Citizen Kane (D)A.....Orson Welles-Dorothy Comingore....	120..		....b4/12/41
185	Cyclone on Horseback (W) ..Tim Holt-Marjorie Reynolds.....		6/13/41	...a5/10/41
	Devil and Daniel Webster(D).Thomas Mitchell-Walter Huston.....			....a5/31/41
186	Dude Cowboy (W).....Tim Holt-Marjorie Reynolds.....			....a5/17/41
	Father Takes a Wife (C-D)..Adolphe Menjou-Gloria Swanson.....			....a5/17/41
	Gay Falcon.....George Sanders-Wendy Barrie.....			....In Prod.
129	Hurry, Charlie, Hurry (C)...Leon Errol-Mildred Coles.....			....a4/5/41
	Lady Scarface (D).....Dennis O'Keefe-Frances Neal.....			....a5/17/41
	Little Foxes.....Bette Davis-Richard Carlson.....			....In Prod.
	Look Who's Talking.....Bergen & McCarthy.....			....In Prod.
	Lord Epping Sees a Ghost....Leon Errol-Lupe Velez-Zasu Pitts.....			....In Prod.
	My Life With Caroline (C)...Ronald Colman-Anna Lee.....			....a4/19/41
	Outlaw Trail (W).....Tim Holt-Janet Waldo.....			....a5/31/41
	Parachute Battalion (D).....Robert Preston-Nancy Kelly.....			....a4/19/41
191	Reluctant Dragon(C-Cartoon)F..Benchley and Cartoon Characters...	73..	6/6/41	....Coming
134	They Meet Again (D).....Jean Hersholt-Dorothy Lovett.....		6/20/41	...a5/17/41
126	Tom, Dick and Harry (C)....Ginger Rogers-Geo. Murphy.....			....a3/29/41
	Unexpected Uncle.....Edmond O'Brien-Jane Wyatt.....			....In Prod.
	Untitled Western.....Tim Holt-Jane Clayton.....			....In Prod.

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)F.....Gene Autry-Burnette-June Storey...	65..	7/15/40	...b7/20/40
955	Carson City Kid (W)F.....Roy Rogers-"Gabby" Hayes.....	57..	7/1/40	....b6/22/40
924	Earl of Puddlestone (C)F.....The Gleasons.....	66..	8/31/41	...b8/17/40
904	Girl From God's Country(D)F.Chester Morris-Chas. Bickford.....	75..	7/30/40	...b7/27/40
956	Ranger and the Lady (W)F...Roy Rogers-George Hayes.....	59..	7/30/40	...b7/27/40
909	Scatterbrain (C)F.....Judy Canova-Alan Mowbray.....	73..	7/20/40	...b7/13/40
910	Sing, Dance, Plenty Hot(M)F.Ruth Terry-Johnny Downs.....	72..	8/10/40	....b8/3/40
903	Three Faces West (D)F.....J. Wayne-Sigrid Gurie-C. Coburn... (Reviewed as "The Refugee")	81..	7/12/40	...b6/22/40

Current 1940-41

16	Angels With Broken Wings(CD) Binnie Barnes-Gilbert Roland.....		5/27/41	...a4/26/41
10	Arkansas Judge (C)F.....Rogers-Weaver Bros. and Elviry....	72..	1/28/41	...b1/25/41
45	Back in the Saddle (MW)F...Gene Autry-Smiley Burnette.....	73..	3/14/41	...b3/15/41
8	Barnyard Follies (C)F.....Mary Lee-June Storey-Rufe Davis...	67..	12/6/40	..b11/23/40
9	Behind the News (D)F.....Lloyd Nolan-Doris Davenport.....	74..	12/20/40	..b12/21/40
53	Border Legion (W)F.....Roy Rogers-Geo. "Gabby" Hayes...	58..	12/5/40	..b11/30/40
19	Bowery Boy (D)F.....Dennis O'Keefe-Louise Campbell...	71..	12/27/40	...b1/4/41
51	Colorado (W)F.....Roy Rogers-George Hayes.....	57..	9/15/40	...b9/7/40
15	Country Fair (CM)F.....Eddie Foy, Jr.-June Clyde.....	74..	5/5/41	...b5/17/41
77	Desert Bandit (W)F.....Don Barry-Lynn Merrick.....	56..	5/16/41	...b5/31/41
7	Friendly Neighbors (C)F.....Weaver Bros. & Elviry.....	67..	11/7/40	..b11/16/40
72	Frontier Vengeance (W)F....Don Barry-Betty Moran.....	57..	10/10/40	..b10/12/40
22	Gay Vagabond, The (CD)F...Ruth Donnelly-Roscoe Karns.....	66..	5/12/41	...b5/24/41
17	Girl From Havana (D)A.....Dennis O'Keefe-Victor Jory.....	69..	9/11/40	...b9/14/40
21	Great Train Robbery (D)F...Bob Steele-Claire Carleton.....	61..	2/28/41	....b3/8/41
1	Hit Parade of 1941 (MC)F...Kenny Baker-Frances Langford.....	88..	10/15/40	..b10/19/40
55	In Old Cheyenne (W)F.....Roy Rogers-G. "Gabby" Hayes.....	58..	3/28/41	...b4/12/41
14	Lady From Louisiana (PD)A.Ona Munson-John Wayne.....	83..	4/22/41	....b5/3/41
64	Lone Star Raiders (W)F.....Three Mesquiteers.....	57..	12/23/40	..b12/21/40
11	Man Betrayed (D)A.....John Wayne-F. Dee-Edw. Ellis.....	83..	2/27/41	...b3/15/41
18	Meet the Missus (C)F.....Roscoe Karns-Ruth Donnelly.....	68..	11/29/40	..b11/23/40
5	Melody and Moonlight (M)F...Johnny Downs-Vera Vague.....	72..	10/11/40	..b10/5/40
41	Melody Ranch (MC)F.....Gene Autry-Jimmy Durante.....	84..	11/15/40	..b11/23/40
12	Mr. District Attorney (CD)F..Dennis O'Keefe-Peter Lorre.....	69..	3/26/41	....b4/5/41
61	Oklahoma Renegades (W)F....Three Mesquiteers.....	57..	8/29/40	...a8/17/40
66	Pals of the Pecos (W)F.....Three Mesquiteers.....	56..	4/8/41	....b4/26/41
20	Petticoat Politics (C)F.....Roscoe Karns-Lois Ranson.....	67..	1/31/41	...b2/15/41
75	Phantom Cowboy (W)F.....Don Barry-Virginia Carroll.....	57..	2/14/41	...b2/22/41
65	Prairie Pioneers (W)F.....Three Mesquiteers.....	58..	2/16/41	...b2/22/41
43	Ride, Tenderfoot, Ride(MW)F.Autry-Burnette-June Story.....	65..	9/6/40	...b8/24/40
44	Ridin' on a Rainbow (MW)F..Gene Autry-Smiley Burnette.....	79..	1/24/41	....b2/1/41
54	Robin Hood of the Pecos(W)F.Roy Rogers-George Hayes.....	59..	1/14/41	...b1/18/41
13	Rookies on Parade (CM)F....Bob Crosby-Ruth Terry.....	69..	4/17/41	....b5/3/41
67	Saddlemates (W).....Three Mesquiteers.....		5/26/41	....a5/3/41
56	Sheriff of Tombstone (W)F....Roy Rogers-George "Gabby" Hayes	56..	5/7/41	....b5/10/41
46	Singing Hill, The (MW)F....Gene Autry-Smiley Burnette.....	75..	4/26/41	....b5/3/41
2	Sis Hopkins (CM)F.....Judy Canova-Bob Crosby.....	98..	4/12/41	...b4/12/41
73	Texas Terrors (W)F.....Don Barry-Al St. John.....	57..	11/22/40	..b11/23/40
63	Trail Blazers (W)F.....Three Mesquiteers.....	58..	11/11/40	...b11/2/40
71	Tulsa Kid (W)F.....Don "Red" Barry.....	57..	8/16/40	....b8/3/40
76	Two-Gun Sheriff (W)F.....Don "Red" Barry-Lynn Merrick....	56..	4/10/41	...b4/26/41
62	Under Texas Skies (W)F....Three Mesquiteers.....	57..	9/30/40	...b9/21/40
6	Who Killed Aunt Maggie? (My)A.....John Hubbard-Wendy Barrie.....	69..	11/1/40	...b11/2/40
74	Wyoming Wildcat (W)F.....Don Barry-Julie Duncan.....	56..	1/6/41	....b1/11/41
52	Young Bill Hickok (W)F.....Roy Rogers-Geo. Hayes.....	59..	10/21/40	...b10/5/40

Coming 1940-41

68	Gangs of Sonora (W).....Three Mesquiteers.....			....In Prod.
78	Kansas Cyclone (W).....Don Barry-Lynn Merrick.....			....a5/31/41
57	Nevada City (W).....Roy Rogers-George "Gabby" Hayes.....		6/20/41	...a5/17/41
3	Puddin' Head (C).....Judy Canova-Francis Lederer.....		6/16/41	...a5/17/41
47	Under Fiesta Stars (W).....Gene Autry-Smiley Burnette.....			....In Prod.

Coming 1941-42

	Hurricane Smith.....Ray Middleton-Jane Wyatt.....			....In Prod.
	Mountain Moonlight .....Weaver Bros. & Elviry.....			....a5/3/41

20TH CENT.-FOX

Current 1939-40

46	Manhattan Heartbeat (D)F...Virginia Gilmore-Joan Davis.....	72..	7/12/40	....b6/8/40
50	Maryland (Tech.) (B)F.....B. Joyce-Payne-Brennan.....	92..	7/19/40	....b7/6/40
52	Sailor's Lady (C)F.....Nancy Kelly-Jon Hall.....	66..	7/5/40	....b7/6/40

Current 1940-41

143	Blood and Sand (Tech.) (D)A.Tyrone Power-Linda Darnell.....	125..	5/30/41	...b5 24/41
107	Brigham Young, Frontiersman (PD)A.....Tyrone Power-Linda Darnell.....	112..	9/27/40	...b8/31/40
123	Chad Hanna (D) (Tech.)A....Henry Fonda-Linda Darnell.....	88..	12/27/40	..b12/14/40
110	Charlie Chan at the Wax Museum (My)F.....Sidney Toler-Joan Valerie.....	62..	9/6/40	.....b8/3/40
108	Charter Pilot (B)F.....Lynn Bari-Lloyd Nolan.....	70..	12/6/40	...b11/23/40
141	Cowboy and the Blonde(CD)F.Mary Beth Hughes-G. Montgomery.	68..	5/16/41	....b4/26/41
136	Dead Men Tell (My)F.....Sidney Toler	61..	3/28/41	....b3/29/41
113	Down Argentine Way (M)F...Don Ameche-Betty Grable (Tech.)..	88..	10/11/40	..b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)F.....G. Murphy-B. Joyce-C. Ruggles.....	80..	9/13/40	...b8/31/40
108	Gay Caballero (W)F.....Cesar Romero-Betty McLaughlin....	57..	10/4/40	...b9/28/40
104	Girl From Avenue A (C)F....Jane Withers-Kent Taylor.....	76..	8/9/40	...b8/10/40
127	Girl In the News (D)F.....Margaret Lockwood-Barry Barnes...	78..	1/31/41	....b1/4/41
130	Golden Hoofs (C)F.....Jane Withers-Buddy Rogers.....	66..	2/14/41	....b2/8/41
140	GreatAmericanBroadcast(DM)FAlice Faye-John Payne-Jack Oakie.	90..	5/9/41	.....b5/3/41
142	Great Commandment (D)F....John Beal-Albert Dekker.....	80..	5/23/41	....b4/12/41
111	Great Profile (C)A.....John Barrymore-Mary Hughes.....	70..	10/25/40	...b8/17/40
115	Hudson's Bay (PD)F.....Paul Muni-Gene Tierney.....	94..	1/3/41	..b12/28/40
122	Jennie (D)F.....Doris Bowden-Geo. Montgomery.....	78..	12/20/40	..b12/7/40
139	Mail Train.....Alastair Sim-Gordon Harker.....		4/25/41	...Not Rev.
101	Man I Married (D)A.....Joan Bennett-Francis Lederer.....	76..	8/2/40	....b7/20/40
117	Mark of Zorro (D)F.....Tyrone Power-Linda Darnell.....	92..	11/8/40	...b11/9/40
124	Michael Shayne, Private Detective (My)F.....Lloyd Nolan-Marjorie Weaver.....	77..	1/10/41	..b12/28/40
132	Murder Among Friends (MyC)F .....John Hubbard-Marjorie Weaver....	67..	3/14/41	...b2/22/41
121	Murder Over New York (My)F.Sidney Toler-Marjorie Weaver.....	65..	12/13/40	..b12/7/40
114	Night Train (D)A.....Margaret Lockwood-Rex Harrison... (Reviewed as "In Disguise")	95..	10/18/40	...b8/3/40
106	Pier 13 (CD)F.....Lynn Bari-Lloyd Nolan.....	66..	8/23/40	...b8/17/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins	Rel. Date	See Issue of
103	Return of Frank James (PD)F.	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

148	Accent on Love (CD)	Geo. Montgomery-Osa Massen		7/11/41	a5/31/41
112	Bride Wore Crutches (CD)F	Lynne Roberts-Ted North	59	6/13/41	b7/27/40
149	Dance Hall	Cesar Romero-Carole Landis		7/18/41	a5/31/41
144	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	a8/17/40
146	Man Hunt (Spy)	Walter Pidgeon-Joan Bennett		6/20/41	a5/3/41
147	Moon Over Miami (DM) (Tech.)	Don Ameche-Betty Grable (Former title "Miami")		7/4/41	a5/3/41
135	Outlaw, The	Walter Huston-Thos. Mitchell			In Prod.
145	Very Young Lady (CD)F	Jane Withers-Nancy Kelly	79	6/27/41	b5/3/41

Coming 1941-42

Belle Starr (Tech.) (D)	Gene Tierney-Randolph Scott	a5/24/41
Charley's Aunt	Jack Benny-Kay Francis	In Prod.
Charlie Chan in Rio (My).	Sidney Toler-Mary Beth Hughes	In Prod.
Dressed to Kill	Lloyd Nolan-Mary Beth Hughes	In Prod.
Last of the Duanes (D)	Geo. Montgomery-Lynn Roberts	a5/31/41
Private Nurse	Brenda Joyce-Jane Darwell	In Prod.
Sun Valley Serenade	Sonja Henie-John Payne-M. Berle	In Prod.
Wild Geese Calling	Henry Fonda-Joan Bennett	In Prod.
Yank in the R.A.F. (War)	Tyrone Power-Betty Grable	a5/31/41

UNITED ARTISTS

Current

	Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
	Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
	Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
	Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
	Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
	Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
	Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
	Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
	Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
	Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
	So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
	Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
	South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40	b7/20/40
	That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
	That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
	Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
	Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
	Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe	6/13/41		a3/1/41
Illusions	Merle Oberon-Alan Marshall			In Prod.
International Lady	Ilona Massey-George Brent			In Prod.
Major Barbara (CD)A	Wendy Hiller-Robert Morley	112		b5/3/41
New Wine (MD)	Ilona Massey-Binnie Barnes			a3/8/41

UNIVERSAL

Current 1939-40

4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5011	Flame of New Orleans (CD)F	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
	In the Navy (CM)F	Abbott & Costello-Evelyn Ankers	86	5/30/41	b5/31/41
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell	83	4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)F	Richard Arlen-Andy Devine	61	4/18/41	b5/3/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
	Too Many Blondes (CM)A	Rudy Vallee-Helen Parrish	60	5/23/41	a5/24/41
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

			Mins.	Rel. Date	See Issue o
	Bachelor Daddy (C)	Baby Sandy-Kathryn Adams (Former title "Sandy Steps Out")		7/4/41	a4/5/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		8/1/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Hello Sucker (C)	Hugh Herbert-Peggy Moran	60	7/11/41	a5/17/41
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	I, James Lewis	Franchot Tone-Walter Brennan		7/25/41	In Prod.
	Marshal Law (W)	Johnny Mack Brown		6/20/41	In Prod.
5055	Men of the Timberland (A)F	Richard Arlen-Andy Devine	61	6/6/41	b5/31/41
	In Charlie (MyC)	Abbott & Costello—Evelyn Ankers		8/8/41	a2/22/41
	Rawhide Rangers (W)	Johnny Mack Brown-Fuzzy Knight		7/18/41	a5/24/41
	San Antonio Rose	Robert Paige-Jane Frazee		6/20/41	In Prod.
	Tight Shoes (G)	Brod Crawford-Ann Gwynne	67	6/13/41	a5/3/41

Coming 1941-42

Almost an Angel	Deanna Durbin-Charles Laughton	In Prod.
Beyond the Law (D)	Wm. Gargan-June Clyde-John Litel	a5/17/41
Big House Blues (C)	Anne Gwynne-Nat Pendleton	a5/31/41
Flying Cadets (D)	Wm. Gargan-Ed. Lowe-Peggy Moran	a5/31/41
Halfway to Shanghai	Charles Bickford-Evelyn Ankers	a4/26/41
Maid In Manhattan (M)	Johnny Downs-Jane Frazee (Former title "Sing Another Chorus")	a4/26/41
Man From Montana (W)	Johnny Mack Brown-Fuzzy Knight	In Prod.
Moonlight in Hawaii (CM)	Johnny Downs-Jane Frazee	a5/17/41
Radio Revels of 1942	Frances Langford-Ken Murray	In Prod.
Unfinished Business (D)	Irene Dunne-Robt. Montgomery	a3/8/41

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/3/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b6/29/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/10/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40

Current 1940-41

566	Affectionately Yours (SC)F	Merle Oberon-Dennis Morgan	88	5/10/41	b5/10/41
570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
504	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
500	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
	Million Dollar Baby (CD)F	Priscilla Lane-Ronald Reagan	102	5/31/41	b5/24/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
523	Nurse's Secret (My)F	Lee Patrick-Regis Toomey	65	5/24/41	b5/10/41
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My)F	Maris Wrixon-Wm. Lundigan	63	3/1/41	b5/17/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
522	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
563	Singapore Woman (D)A	Brenda Marshall-David Bruce	64	5/17/41	b5/10/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
567	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	a11/2/40

Coming

Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris	a4/12/41
Bride Came C.O.D. (C-D)	Bette Davis-James Cagney	a2/15/41
Bullets For O'Hara (D)	Joan Perry-Roger Pryor	a5/24/41
Dive Bomber (Tech.) (D)	Errol Flynn-Fred MacMurray	a5/24/41
Flight Patrol (D)	James Stephenson-Ronald Reagan	a4/12/41
Highway West (D)	Brenda Marshall-Olympe Bradna	a3/1/41
King Rubber	Constance Bennett-Jeffrey Lynn	In Prod.
Kisses for Breakfast (C)	Dennis Morgan-Jane Wyatt (Former title "She Stayed Kissed")	a1/25/41
Manpower (D)	Marlene Dietrich-George Raft	a4/19/41
Navy Blues (C)	A Sheridan-J. Oakie-M. Raye	a5/3/41
Out of the Fog	Ida Lupino-John Garfield (Former title "Gentle People")	a3/8/41
Passage From Hong Kong (My)	Keith Douglas-Lucile Fairbanks	a3/29/41
Sergeant York	Gary Cooper-Joan Leslie	a3/29/41
Shining Victory (D)A	G. Fitzgerald-Jas. Stenhenson	83 6/7/41 b5/24/41
Smiling Ghost	Wayne Morris-Brenda Marshall	In Prod.
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy	a3/1/41
Underground (D)	Jeffrey Lynn-Karen Verne	6/21/41 a3/22/41

MISCELLANEOUS

	Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
	Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
	King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
	Leopard Men of Africa (T)A	Natives and animals	65	Select	b7/6/40
	Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
	Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
	Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
	Murder in the Night (D)A	Jack LaRue-Sandra Storme	58	Film All	b7/20/40
	No Greater Sin (D)	Leon Ames-Luana Walters		University	a5/17/41
	Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

23	All American Blondes	Fair	17	11/11/39
26	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
27	Awful Goof		19	Not Rev.
35	Boobs in the Woods	Funny	16	6/15/40
38	Fireman Save My Choo			
	Choo	Blah	17	8/31/40
25	Glove Slingers	Good Slapstick	18	1/ 6/40
30	Heckler	Fairly Funny	18	2/24/40
37	His Bridal Fright		18	Not Rev.
29	Mr. Clyde Goes to Broadway		18	Not Rev.
32	Money Squawks		18	Not Rev.
28	Nothing But Pleasure	Amusing	18	2/17/40
31	Pardon My Berth Marks	Filler	18	3/16/40
21	Skinny the Moocher	Funny	16½	9/ 2/39
34	South of the Boudoir	Good Slapstick	18½	6/15/40
22	Static in the Attic	Funny	20	9/ 2/39
36	Taming of the Snood		18	Not Rev.
24	Teacher's Pest	Fairly Funny	18	8/12/39
33	You're Next	Poor	18	6/15/40

CINESCOPES (6)

74	Berth of a Queen	Interesting	11	4/20/40
73	Fashion Takes a Holiday	For Women	11	3/16/40
75	Odd Vocations		10	Not Rev.
76	Squadron 992		8½	Not Rev.
72	Threads of a Nation	Interesting	11	2/24/40
71	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

53	Beautiful Switzerland	Average	10	12/30/39
52	Historic Cities of India		10	Not Rev.
51	Holland and the Zuyder Zee	Interesting	10	9/16/39
58	In the Land of the Pagodas		10	Not Rev.
54	Life in Paris		10	Not Rev.
55	New Hampshire	Good	11	3/16/40
57	Pleasurebound in Canada		10	Not Rev.
56	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

08	Blackboard Review		7	Not Rev.
06	Boy, a Gun and Birds	Fair	7	1/ 6/40
02	Crop Chasers	Good	7½	10/14/39
03	Dreams On Ice	Cute	7	10/14/39
10	Egg Hunt	Cute	7½	6/15/40
09	Greyhound and the Rabbit	Filler	7	4/20/40
07	Happy Tots' Expedition		6½	Not Rev.
01	Jitterbug Knights	Fair	7	9/ 9/39
05	Mother Goose in Swing-Time		7	Not Rev.
04	Mountain Ears	Cute	7	10/14/39
12	Timid Pup	Too Tame	7	8/31/40
11	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

53	College Songs		10	Not Rev.
51	Crosby Hit Songs		9	Not Rev.
55	Gypsy Songs	Very Good	10	2/17/40
58	Jolly Tunes		10	Not Rev.
56	Medley of Hits		10	Not Rev.
52	Old Time Songs		9½	Not Rev.
54	Stephen Foster Songs		10	Not Rev.
57	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

54	Barnyard Babies		6	Not Rev.
51	Little Lost Sheep	Fair	7	9/16/39
52	Park Your Baby	Average	7	2/24/40
56	Peep in the Deep	Routine	7	8/31/40
55	Pooch Parade		7	Not Rev.
53	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

602	Story of Charles Goodyear	Excellent	10	10/21/39
601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

520	Book of Books	Outstanding	10	11/18/39
521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

701	Charm Bracelet		6½	Not Rev.
705	Fish Follies		6	Not Rev.
704	Man of Tin		7	Not Rev.
702	Millionaire Hobo		6½	Not Rev.
703	Mouse Exterminator	Fair	6½	1/27/39
706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

851	No. 1 Art of Make-up	Very Good	10	10/14/39
852	No. 2 Training Animal Stars	Above Average	10	11/11/39
853	No. 3 Novelty Parties		10	Not Rev.
854	No. 4 Trip Thru Studios		10	Not Rev.
855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
856	No. 6 Hollywood Recreations	Good	10	4/20/40
857	No. 7 Wardrobe Designers		10	Not Rev.
858	No. 8 Cowboy Jubilee		10	Not Rev.
859	No. 9 Ken Murray	Just Fair	10	7/20/40
860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

406	A Plumbing We Will Go		18	Not Rev.
401	Calling All Curs	Good Slapstick	18	8/12/39
408	How High Is Up	Grand Slams	16	7/20/40
407	Nutty But Nice		17	Not Rev.
402	Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
403	Three Sappy People		18½	Not Rev.
404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

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ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle	Fair	17	5/24/41
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights	Poor	10	5/24/41
2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/ 1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2756	Kitty Gets the Bird		7	Not Rev.
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)	Very Good	11	5/31/41

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

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		Comment	Running Time	Reviewed Issue Of

PHANTASIES CARTOONS (8)

2705	Cute Recruit		6	Not Rev.
2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41
2857	No. 7 (Ken Murray)		10	Not Rev.

STOOGE COMEDIES (8)

2407	All the World's a Stooge	Typical	16	5/24/41
2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2807	Diving Thrills	Very Good	9	5/31/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

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CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	9/ 7/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106	Stuffie	Swell	11	3/ 9/40
S-105	What's Your I.Q.?	Good	7½	3/ 9/40
S-109	What's Your I.Q.? No. 2	Good	9	7/ 6/40

MGM 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
ROBERT BENCHLEY (4)				
F-141	Day of Rest	Funny	10	10/28/39
F-144	Home Movies	A Howl	9	3/ 9/40
F-142	See Your Doctor	Very Funny	8	12/23/39
F-143	That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECTS				
X-151	Flag Speaks	A Must	19	5/ 4/40
X-80	Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)				
T-59	Calling on Colombia	Standard	8	4/27/40
T-51	Day on Treasure Island	Colorful	10	9/ 9/39
T-55	Land of Alaska Nellie	Good	10	1/27/40
T-61	Modern New Orleans	Interesting	9	6/ 1/40
T-52	Natural Wonders of Washington State	Okay	10	10/28/39
T-57	Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56	Old Natchez	Good	9	2/ 3/40
T-53	Quaint St. Augustine	Charming	9	11/25/39
T-58	Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60	Sitka and Juneau	Interesting	9	4/27/40
T-62	Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54	Valiant Venezuela	Standard	9	12/23/39

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CARTOONS (18) (Tech.)				
W-243	Abu! the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-246	Goose Goes South		8	Not Rev.
W-247	Little Mole	Very Good	8	5/17/41
W-241	Lonesome Stranger	Excellent	9	12/ 7/40
W-242	Mrs. Ladybug	Excellent	8	1/ 4/41
W-244	Prospecting Bear	Funny	9	4/ 5/41
W-247	Rookie Dear		8	Not Rev.
CRIME DOESN'T PAY (6)				
P-201	Eyes of the Navy	Excellent	22	10/19/40
P-204	Forbidden Passage	Tops	21	3/ 1/41
P-203	Respect the Law	Very Good	20	2/ 1/41
P-202	You the People	Excellent	21	1/ 4/41
MINIATURES (10)				
M-235	Battle, The		10	Not Rev.
M-232	Great Meddler	Very Good	10	1/ 4/41
M-233	Happiest Man on Earth	Unusual	10	2/ 1/41
M-234	Mere About Nostradamus	Timely	11	2/22/41
M-231	Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)				
C-296	Baby Blues	Very Good	10	4/ 5/41
C-295	Fightin' Fools	Good Fun	10	2/ 1/41
C-293	Goin' Fishin'	Standard	10	11/ 9/40
C-291	Good Bad Boys	Good	11	9/ 7/40
C-294	Kiddie Cure	Good Gang	11	12/ 7/40
C-298	1-2-3 Go	Amusing	10	5/17/41
C-292	Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297	Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)				
K-281	American Spoken Here	Excellent	10	12/ 7/40
K-283	More Trifles of Importance	Excellent	11	4/ 5/41
K-284	Out of Darkness	Significant	10	5/10/41
K-282	Whispers	Excellent	10	2/22/41
K-285	Willie and the Mouse		10	Not Rev.
PETE SMITH SPECIALTIES (14)				
S-267	Aeronutics	Satisfactory	10	5/17/41
S-266	Memory Tricks	Amusing	9	4/ 5/41
S-264	Penny to the Rescue	Excellent	10	2/ 1/41
S-261	Quicker'n a Wink	Excellent	10	11/ 9/40
S-265	Quiz Biz	Entertaining	10	2/22/41
S-263	Sea For Yourself	Holds Interest	10	1/ 4/41
S-262	Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)				
T-218	Alluring Alaska	Usual	10	4/ 5/41
T-214	Beautiful Bali	As Usual	10	12/ 7/40
T-211	Capital City	Fair	9	9/ 7/40
T-212	Cavalcade of San Francisco	Too Late	9	9/28/40
T-219	Glimpses of Kentucky	Good	10	5/10/41
	Glimpses of Washington State		10	Not Rev.
	Haiti, Land of Dark Majesty		10	Not Rev.
T-216	Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213	Old New Mexico	Fair	10	11/ 9/40
T-215	Old New Orleans	As Usual	10	1/ 4/41
T-217	Red Men on Parade	Fair	10	3/ 1/41
	Yosemite the Magnificent		10	Not Rev.

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COLOR CLASSICS (6) (Tech.)				
C9-3	Ants in the Plants	Good	7	3/23/40
C9-1	Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4	Kick in Time	Good	7	2/24/40
C9-2	Little Lambkin	Cute	7	8/17/40
C9-5	Snubbed by a Snob	Cute	7	5/18/40
C9-6	You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)				
K9-6	Argentina		10	Not Rev.
K9-3	Chile	Fair Travelogue	10	12/16/39
K9-4	Cuba		10	Not Rev.
K9-1	Ecuador	Fair	10	9/16/39
K9-5	Isle of Columbus		10	Not Rev.
K9-7	Pacific Paradise	Interesting	10	7/13/40
K9-2	Peru	Average	10	10/21/39
HEADLINERS (10)				
A9-1	Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9	Blue Barron & Orch.	Good	10	6/ 8/40
A9-5	Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8	Have You Met Yvette?	Good	10	5/ 4/40
A9-4	Here's Hal	Average	10	12/16/39
A9-6	Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3	Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7	George Olsen and His Music	Peppy	10	3/23/40
A9-2	Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10	Pinky Tomlin & Orch.	Entertaining	11	8/17/40

PARAMOUNT 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
PARAGRAPHICS (10)				
V9-3	Bits of Life	Misses Fire	11	12/16/39
V9-2	Busy Little Bears	Splendid	10	11/11/39
V9-9	Dangerous Dollars	Informative	11	7/13/40
V9-7	Not So Dumb	Excellent	10	3/23/40
V9-6	Pictorial	Interesting	10	2/24/40
V9-10	Pictorial No. 2	Satisfactory	10	8/24/40
V9-1	Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5	Sugar Wind	Good	10	2/ 3/40
V9-8	Television Preview	Interesting	10	5/18/40
V9-4	Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)				
E9-10	Doing Impossikible Stunts	Good	7	8/17/40
E9-3	Females Is Fickle	Good	7	3/23/40
E9-9	Fightin' Pals		7	Not Rev.
E9-5	Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1	Never Sock a Baby	Good	6	11/18/39
E9-8	Nurse Mates	Fair	7	7/13/40
E9-6	Onion Pacific	Satisfactory	7	6/ 8/40
E9-12	Puttin' On the Act	Poor	7	8/24/40
E9-2	Shakespearian Spinach	Funny	7	2/ 3/40
E9-4	Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11	Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7	Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)				
J9-1	No. 1	Very Good	10	9/23/39
J9-2	No. 2	Very Interesting	10	11/25/39
J9-3	No. 3	Interesting	10	1/27/40
J9-4	No. 4	Exceptional	10	2/24/40
J9-5	No. 5	Very Good	10	5/ 4/40
J9-6	No. 6	Good	11	7/13/40
SPORTLIGHTS (13)				
R9-5	Aqua-Rhythm	Good	10	11/18/39
R9-10	Blue Streak	Excellent	10	5/ 4/40
R9-7	Bowling Skill	Very Good	10	2/ 3/40
R9-3	Catching Whoppers	Thrilling	10	9/23/39
R9-12	Cradle of Champions	Excellent	10	6/15/40
R9-4	Dog Is Born	Excellent	10	11/ 4/39
R9-2	Desert Adventure	Excellent	10	9/23/39
R9-8	Human Fish	Excellent	10	2/24/40
R9-1	Hydro-Maniacs	Exciting	10	8/26/39
R9-6	Judo Experts	Excellent	10	1/20/40
R9-11	Playmates of the Wild	Unique	10	5/18/40
R9-13	Sink or Swim	Very Good	10	7/13/40
R9-9	Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)				
B9-5	Foul Ball Player	Fair	7	6/ 8/40
B9-9	Fulla Bluff Man	Fair	7	8/24/40
B9-3	Granite Hotel	Good	7	5/18/40
B9-11	Pedagological Institution		7	Not Rev.
B9-10	Springtime in the Rockage		7	Not Rev.
B9-6	Ugly Dino	Cute	7	7/13/40
B9-2	Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4	Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8	Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1	Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12	Way Back When Women Had Their Weigh		7	Not Rev.
B9-7	Wedding Belts		7	Not Rev.
SYMPHONIC (3)				
D9-1	Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2	Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3	William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)				
L9-1	No. 1	Good	11	10/14/39
L9-2	No. 2	Fair	11	12/16/39
L9-3	No. 3	Good	11	2/ 3/40
L9-4	No. 4	Interesting	10	5/ 4/40
L9-5	No. 5	Good	10	5/18/40
L9-6	No. 6	Interesting	10	8/16/40

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ANIMATED ANTICS (10)				
H0-4	Bring Himself Back Alive	Good	7	12/21/40
H0-1	Dandy Lion	Poor	7	10/ 5/40
H0-3	Mommy Loves Poppy	Average	7	11/23/40
H0-2	Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7	Speaking of Animals	Excellent	9	3/15/41
H0-8	Triple Trouble	Just Fair	7	5/10/41
H0-6	Twinkletoes Gets the Bird		7	Not Rev.
H0-5	Wild Oysters	Unusual	7	2/15/41
H0-9	Zero, the Hound	So-So	7	5/31/41
FASCINATING JOURNEYS (6) (Tech.)				
M0-4	Delhi	Good	11	4/ 5/41
M0-5	Indian Durbar	Gorgeous	10	5/10/41
M0-1	River Thames—Yesterday	Beautiful	10	11/23/40
M0-2	Sacred Ganges	Dull	10	1/25/41
M0-3	Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)				
G0-3	All's Well	Silly	7	1/18/41
G0-2	Constable	Satisfactory	7	11/23/40
G0-1	King For a Day	Fair	7	10/26/40
G0-5	Swing Cleaning	Fair	7	4/19/41
G0-4	Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)				
A0-5	Bob Chester & Orch.	Average	10	4/ 5/41
A0-4	Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2	Listen to Larry	Satisfactory	10	11/ 2/40
A0-3	Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1	Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
A0-6	Those We Love	Different	11	5/31/41

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		Comment	Running Time	Reviewed Issue O
MADCAP MODELS (6) (Tech.)				
U0-2	Dipsy Gipsy	Very Good	9	4/19/4
U0-3	Hoola Boola		9	Not Re
U0-1	Western Daze	Novel	9	1/11/4
PARAGRAPHICS (6)				
V0-3	Breezy Little Bears	Excellent	10	1/18/4
V0-1	Nature's Nursery	Excellent	10	11/ 2/4
V0-4	Red, White and Blue Hawaii	Fair	11	3/22/4
V0-2	Seeing Is Believing	Fair	11	12/ 7/4
POPEYE (12)				
E0-4	Eugene, the Jeep	Funny	7	12/ 7/4
E0-8	Flies Ain't Human	Fair	7	4/19/4
E0-2	My Pop, My Pop	Amusing	7	11/ 2/4
E0-10	Olive's Boithday Presink	Snappy	7	5/31/4
E0-7	Olive's Sweepstake Ticket		7	Not Re
E0-9	Popeye Meets Rip Van Winkle	Fair	7	5/10/4
E0-1	Popeye Meets William Tell	Funny	7	10/ 5/4
E0-5	Problem Pappy	Fair	7	1/25/4
E0-6	Quiet Pleeze	Very Good	7	3/22/4
E0-3	With Poopdeck Pappy	Entertaining	7	12/ 7/4
POPULAR SCIENCE (6)				
J0-1	No. 1	Good	10	10/ 5/4
J0-2	No. 2	Interesting	10	11/23/4
J0-3	No. 3	Interesting	10	12/21/4
J0-4	No. 4	Usual	10	3/22/4
J0-5	No. 5	Interesting	10	4/ 5/4
ROBERT BENCHLEY (4)				
S0-3	Crime Control	Excellent	11	4/19/4
S0-4	Forgotten Man	Typical	10	5/31/4
S0-1	Trouble With Husbands	Great Fun	11	11/16/4
S0-2	Waiting For Baby	A Howl	10	2/22/4
SPECIAL CARTOON (1) (Tech.)				
FF0-1	Raggedy Ann	Very Good	19	12/21/4
SPORTLIGHTS (13)				
R0-6	Acrobatic Aces	Excellent	10	1/25/4
R0-8	Canine Sketches	Fine	10	3/22/4
R0-1	Diving Demons	Beautiful	10	10/ 5/4
R0-5	Feminine Fitness	Very Good	10	12/21/4
R0-7	Fishing Fever	Appealing	10	3/22/4
R0-4	Marine Round-up	Excellent	10	12/ 7/4
R0-3	Motorcycle Stunting	Thrills Aplenty	10	11/23/4
R0-10	On the Spot	Funny	10	5/10/4
R0-2	Sporting Everglades	Very Good	10	10/26/4
R0-9	Sun Fun	Exhilarating	10	4/ 5/4
UNUSUAL OCCUPATIONS (6)				
L0-1	No. 1	Good	10	10/ 5/4
L0-2	No. 2	Interesting	10	12/ 7/4
L0-3	No. 3	Good	10	2/15/4
L0-4	No. 4	Good	11	3/29/4
L0-5	No. 5	A Wow	11	5/31/4

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DISNEY CARTOONS (18) (Tech.)				
4105	Bill Poster	Very Good	8	5/25/4
4107	Bone Trouble		9	Not Re
4103	Donald's Dog Laundry	Very Funny	8	5/25/4
4109	Donald's Vacation	A Scream	8	8/10/4
4114	Fire Chief	Good	8	12/14/4
4113	Goofy's Glider	Excellent	8	12/14/4
4118	Little Whirlwind	Good	8	4/ 5/4
4106	Mr. Duck Steps Out	Swell	8	5/25/4
4112	Mr. Mouse Takes a Trip	Excellent	8	11/16/4
4101	Officer Duck	A Scream	8	9/16/3
4115	Pantry Pirate	Very Good	8	2/ 1/4
4110	Pluto's Dream House	Excellent	8	9/14/4
4117	Pluto's Playmate	Excellent	8	3/ 1/4
4108	Put-Put Troubles		7	Not Re
4102	Riveters	A Howl	7	5/25/4
4116	Timber	A Howl	8	3/ 1/4
4104	Tugboat Mickey	Excellent	8	5/25/4
4111	Window Cleaners	A Scream	8	10/19/4
EDGAR KENNEDY (6)				
3401	Act Your Age	Extremely Funny	18	10/ 7/3
3402	Kennedy the Great		19	Not Re
3404	Mutiny in the County		17	Not Re
3403	Slightly at Sea		16	Not Re
3405	'Taint Legal		16	Not Re
INFORMATION PLEASE (13)				
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/3
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/3
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/3
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/3
4205	No. 5 (Chris. Morley)	Good	11	2/10/4
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/4
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/4
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/4
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/4
4210	No. 10 (Deems Taylor)	Good	11	6/15/4
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/4
4212	No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/4
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/4
LEON ERROL (6)				
3704	Bested by a Beard		20	Not Re
3703	Scrappily Married		20	Not Re
3702	Truth Aches		19	Not Re
3701	Wrong Room	A Howl	19	10/14/3
MARCH OF TIME (13)				
3108	Canada at War	Interesting	18	3/ 9/4
3109	America's Youth—1940	Satisfactory	19	4/13/4
3110	Philippines	Interesting	19	5/11/4
3111	U. S. Navy	Good	19	6/ 8/4
3112	Spoils of Conquest	Good	17	8/10/4
3113	Gateway to Panama	Okay	20	8/24/4
RADIO FLASH (8)				
3201	Blamed For a Blonde	Very Funny	19	10/ 7/3
3203	Chicken Feed		18	Not Re
3202	Coat Tales		18	Not Re
3205	Goodness a Ghost		16	Not Re
3204	Twincuplets		20	Not Re
RAY WHITLEY (8)				
3502	Bandits and Ballads		17	Not Re
3504	Coralling a School Marm	Good	20	8/10/4
3501	Cupid Rides the Range	Very Good	18	9/16/3
3503	Molly Cures a Cowboy		19	Not Re

RKO-RADIO 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
		REELISMS (13)		
02	Acres of Plenty	Very Good	9	11/ 4/39
09	Air Army	Timely	9	4/27/40
03	American Royal	Excellent	9	11/18/39
3	Hats		9	Not Rev.
05	Men of Muscle	Good	9	2/10/40
07	Navajoland	Very Good	10	2/10/40
01	Nevada Unlimited	Interesting	9	9/30/39
08	Siege	Startling	10	2/10/40
0	Stray Lamb	Unusual	8	6/15/40
1	Streamlined	Excellent	9	8/10/40
06	Vacation Diary	Exhilarating	10	2/17/40
2	Week End		9	Not Rev.
04	West Wall	Informative	10	12/23/39
		SPORTSCOPES (13)		
06	Aquapoise	Swell	9	2/10/40
12	Arrow Points	Good Archery	8	9/14/40
09	Court Favorites	Interesting	10	4/27/40
08	Flycasting	Interesting	9	4/ 6/40
01	Gun Play	Fair	9	9/30/39
02	Hunting Hounds	Very Good	9	11/ 4/39
11	Hurdle Hoppers	Splendid	9	6/15/40
03	Ice Cutters	Good	9	11/ 4/39
07	Pennant Chasers	For Ball Fans	9	4/ 6/40
10	Silent Wings	Interesting	10	6/15/40
05	Sky Game	Excellent	9	12/23/39
13	Trouble Shooter	For Golfers	9	9/14/40
04	Winter Playground	Splendid	9	12/ 9/39

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		DISNEY CARTOONS (18) (Tech.)		
03	Baggage Buster	Hilarious	7	5/10/41
02	Gentleman's Gentleman	Tops	7	4/ 5/41
01	Golden Eggs	Excellent	8	4/ 5/41
04	Good Time for a Dime	Excellent	8	5/10/41
		EDGAR KENNEDY (6)		
03	Drafted in the Depot		19	Not Rev.
05	It Happened All Night	Fair	19	4/12/41
04	Mad About Moonshine	Fair	18	3/ 1/41
01	Sunk by the Census	Funny	18	9/14/40
02	Trailer Tragedy	Funny	17	10/19/40
		INFORMATION PLEASE (13)		
01	No. 1 (Anna Neagle)	Excellent	11	9/14/40
02	No. 2 (Ruth Gordon)	Good	10	10/19/40
03	No. 3 (Alice Marble)	Swell As Usual.	10	11/16/40
04	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
05	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
06	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
07	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
08	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
09	No. 9 (Alice Marble)	Excellent	11	5/10/41
		LEON ERROL (6)		
03	Fired Man	Mildly Amusing	20	2/ 1/41
01	He Asked for It	Very Funny	18	9/14/40
05	Polo Phoney	Good	18	5/17/41
02	Tattle Talevision	Funny	19	11/16/40
04	When Wife's Away	Fair	20	4/ 5/41
		MARCH OF TIME (13)		
01	On Foreign Newsfronts	Fair	19	9/21/40
02	Britain's R.A.F.	Informative	18	10/ 5/40
03	Mexico	Timely	19	10/26/40
04	Arms and the Men—U.S.A.	Timely	19	11/23/40
05	Labor and Defense—1941	Excellent	19	12/21/40
06	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
07	Americans All	Good	18	2/15/41
08	Australia at War	Timely	18	3/15/41
09	Men of the FBI	Excellent	21	4/12/41
10	Crisis in the Atlantic	Timely	18	5/10/41
		RAY WHITLEY (4)		
01	Bar Buckaroos	Good	16	11/16/40
02	Prairie Spooners	Very Good	13	3/ 1/41
03	Red Skins & Red Heads	Poor	18	5/10/41
		PICTURE PEOPLE (13)		
01	No. 1	Interesting	10	9/14/40
02	No. 2	Good	9	10/19/40
03	No. 3	Night Club Plug	10	11/16/40
04	No. 4	Good	10	12/14/40
05	No. 5	Fair	10	2/ 1/41
06	No. 6	Fair	10	3/ 1/41
07	No. 7	Average	10	3/29/41
08	No. 8	Fair	10	4/12/41
09	No. 9	Fair	8	5/17/41
		SPECIAL SUBJECT		
01	Growing Up (Quins)	Wide Appeal	18	12/14/40
		SOUTH AMERICA (3)		
01	Eyes on Brazil	Very Interesting	10	3/ 1/41
02	What's Happening in Argentina	Very Timely	10	4/12/41
		SPORTSCOPES (13)		
07	Caballero College	Fair	9	3/ 1/41
02	Kentucky Royalty	Horse Lovers	9	10/19/40
06	Mat Men	Good	9	3/ 1/41
08	Publicity Sports	Excellent	9	4/ 5/41
01	Quail Quest	Good	9	9/14/40
05	Snow Eagles	Excellent	9	2/ 1/41
04	Snow Fun	Exhilarating	9	12/14/40
03	Sportsman's Partner	For Dog Lovers	9	11/16/40
09	Sword Soldiers	Technical	9	5/10/41

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		MEET THE STARS (12)		
2	Baby Stars	Excellent	10	2/ 1/41
1	Chinese Garden Festival	Good Starter	10	12/21/40
5	Hollywood Meets the Navy	Timely	10	5/ 3/41
4	Los Angeles Examiner Benefit	Fair	10	4/26/41
3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

		Comment	Running Time	Reviewed Issue Of
		ADVENTURES OF A NEWSREEL CAMERAMAN (4)		
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
		DRIBBLE PUSS PARADE—LEW LEHR (6)		
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs.	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
		FASHION FORECASTS (4) (Tech.)		
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
		MAGIC CARPET OF MOVIETONE (6)		
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
		SPORTS REVIEWS—THORGERSEN (6)		
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
		TERRYTOONS (26) (10 in Tech.)		
510	Ali's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent(Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

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		ADVENTURES OF A NEWSREEL CAMERAMAN (4)		
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
		FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE		
		LEW LEHR COMEDIES (4)		
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
		MAGIC CARPET OF MOVIETONE (8)		
1106	Caribbean Sentinel	Good	10	4/26/41
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		16	Not Rev.
		RIPLEY'S BELIEVE IT OR NOT (4)		
1601	Acquited by the Sea	Excellent	10	10/12/40
		SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)		
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
		TERRYTOONS (26) (13 in Tech.)		
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1511	Dog's Dream		7	Not Rev.
1508	Fishing Made Easy	Fair	7	4/26/41
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)	Okay	7	4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1512	Magic Shell		7	Not Rev.
1557	Mississippi Swing	Rhythmic(Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing(Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold	Just a Cartoon	7	4/26/41
		WORLD TODAY—QUENTIN REYNOLDS		
1701	Battle of the Atlantic	Timely	10	4/19/41
1702	War in the Desert		10	Not Rev.

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		Comment	Running Time	Reviewed Issue Of
		CARTUNES (13) WALTER LANTZ (Tech.)		
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
		GOING PLACES (15)		
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
		MUSICALS (13)		
4221	Boy Meets Joy	Good Diversion.	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm.	19	6/22/40
4232	Varsity Vanities	Swing Session.	18	8/ 3/40
		SPECIAL SUBJECT (1)		
4110	March of Freedom	Well Done	20	5/20/39
		STRANGER THAN FICTION (15)		
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

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		CARTOONS (13) (Tech.)		
5241	Crazy House	Satisfactory	8	10/12/40
5249	Dizzy Kitty	So-So	8	5/17/41
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5248	Scrub Me, Mama, With a Boogie Beat	Snappy	7	5/17/41
5244	Syncopated Sioux	Clever	7	12/28/40
		GOING PLACES (15)		
5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12/28/40
5355	85—Hunting on Top of the World	Fascinating	9	12/28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones	Amusing	10	4/12/41
5360	Modern Way Down East		10	Not Rev.
5361	Trail of Father Kino		10	Not Rev.
		MUSICALS—TWO REEL (13)		
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5228	Jumpin' Jazz		18	Not Rev.
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5229	Shadows in Swing	Average	18	5/17/41
5224	Tickled Pinky	Rustic Rhythm.	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
		SPECIAL SUBJECT (1)		
5110	Swing with Bing	Excellent	18	4/13/40
		STRANGER THAN FICTION (15)		
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41
5380	No. 90	Interesting	9	5/17/41
5381	No. 91	Fair	9	5/24/41

VITAPHONE-WARNER BROS. 1939-40

		Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2 24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/23/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch.	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)				
5316	Bears' Tale		7	Not Rev.
5312	Busy Bakers		7	Not Rev.
5322	Ceiling Hero		7	Not Rev.
5321	Circus Today	Clever	7	7/ 6/40
5315	Confederate Honey		7	Not Rev.
5314	Cross Country Detours	A Knockout	7	4/13/40
5309	Curious Puppy		7	Not Rev.
5310	Early Worm Gets the Bird		7	Not Rev.
5323	Egg Collector		7	Not Rev.
5313	Elmer's Candid Camera		7	Not Rev.
5306	Fagin's Freshmen	Amusing	7	11/25/39
5305	Fresh Fish	Swell	7	11/ 4/39
5319	Gander at Mother Goose	Good	7	5/18/40
5325	Ghost Wanted	Amusing	7	10/26/40
5304	Good Egg		7	Not Rev.
5317	Hardship of Miles Standish		7	Not Rev.
5303	Land of the Midnight Fun	Superb	7	9 23/39
5326	Little Blabbermouse	Amusing	7	8/ 3/40
5302	Little Lion Hunter		7	Not Rev.
5311	Mighty Hunters	Pleasing	7	2/17/40
5308	Screwball Football	Swell Cartoon	7	12/30/39
5301	Sioux Me	Clever	7	9/ 9/39
5307	Sniffles and Bookworm	Cute	7	2/24/40
5318	Sniffles Takes a Trip		7	Not Rev.
5320	Tom Thumb in Trouble	Cute	7	6/15/40
5324	Wild Hare		7	Not Rev.
SPECIAL RELEASE				
	Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)				
5706	All Girl Revue		7	Not Rev.
5704	No Parking	Fairly Funny	10	4/13/40
5703	Organ Novelty	Fair	9	11/11/39
5705	Radio and Relatives		10	Not Rev.
5702	Sword Fishing	Exciting	10	10/ 7/39
5701	Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)				
6202	Alice in Movieland	Superlative	20	11/30/40
6204	Dog in the Orchard	Meritorious	20	1/18/41
6208	Hunting the Hard Way	Excellent	20	5/24/41
6201	Just a Cute Kid		20	Not Rev.
6203	Mack Sennett Revival		20	Not Rev.
6206	Seeing Eye	Poignant	20	4/ 5/41
6207	Sockeroo	Funny	20	5/24/41
6205	Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)				
6102	Lady and the Lug		19	Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	8/31/40
6103	Throwing a Party		20	Not Rev.

VITAPHONE 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
HOLLYWOOD NOVELTIES (10)				
6304	History Repeats Itself	Good	10	9/30/39
6301	Football Highlights	Rockne Build-up	10	8/31/40
6303	Mexican Jumping Beans	Very Good	10	11/30/40
6302	Shark Hunting	Exciting	10	8/ 3/40
6305	Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)				
6601	Calling Dr. Porky		7	Not Rev.
6607	Haunted Mouse	Very Good	7	3/15/41
6608	Joe Glow the Firefly		7	Not Rev.
6602	Pre-Historic Porky	Clever	7	11/ 2/40
6611	Porky's Ant	Good	7	5/24/41
6609	Porky's Bear Facts	Amusing	7	4/ 5/41
6604	Porky's Hired Hand	Good	7	12/28/40
6610	Porky's Preview	Amusing	7	4/26/41
6600	Porky's Snooze Reel		7	Not Rev.
6603	Sour Puss	Satisfactory	7	11/30/40
6605	Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)				
6506	Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505	Henry Busse & Orch.	Good	10	11/30/40
6504	Skinny Ennis & Orch.	Good	10	12/28/40
6503	Jan Garber & Orch.		10	Not Rev.
6508	Marie Green & Her Merrie Men	Lively	10	5/ 3/41
6509	Hal Kemp & Orch.	Just a Band	10	5/24/41
6501	Matty Malneck	Snappy	10	8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)				
6706	Bed Time for Sniffles		7	Not Rev.
6713	Cat's Tale	Good	7	4/ 5/41
6712	Crackpot Quail		7	Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	12/28/40
6718	Farm Frolics	Excellent	7	5/24/41
6710	Fighting 69½	Good	7	1/18/41
6704	Good Night Elmer		7	Not Rev.
6715	Goofy Groceries	Novel	7	4/ 5/41
6703	Holiday Highlights	Swell Satire	7	11/ 2/40
6719	Hollywood Steps Out		7	Not Rev.
6701	Malibu Beach Party	Grade A	7	8/31/40
6707	Of Fox and Hound		7	Not Rev.
6708	Shop, Look and Listen	Good	7	12/28/40
6711	Sniffles Bells the Cat	Fair	7	3/15/41
6702	Stage Fright	Satisfactory	7	10/26/40
6714	Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716	Toy Trouble	Good	7	5/ 3/41
6717	Trial of Mr. Wolf	Very Good	7	4/26/41
6705	Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)				
6001	Flag of Humanity	Splendid	20	10/26/40
6002	March on Marines	Excellent	20	12/28/40
6003	Meet the Fleet	Excellent	20	1/18/41
6004	Wings of Steel	Excellent	20	5/ 3/41
SPECIAL SUBJECTS				
	Christmas Under Fire	Heart Appeal	10	1/18/41
	London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)				
6407	Big Bill Tilden	For Tennis Fan	10	5/ 3/41
6404	California Thoroughbreds	Interesting	10	12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	8/31/40
6405	Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401	Fly Fishing	For Anglers	10	10/26/40
6406	Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

Aida (Guaranteed)		For Music Lovers	9	5/11/40
Alive in the Deep (Prod.)		Exciting	22	5/24/41
Heroic Greece (Norton)		Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)		Still Good	19	11/16/40
Man the Enigma (Prod.)		Informative	25	5/24/41
Norway's Fate (Hoffberg)		Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)		Thrilling	11	1/13/40
Our Constitution (Prod.)		Inspiring	19	5/ 3/41
Our Declaration of Independence (Prod.)		Timely	19	5/ 3/41
Paper Hanger (King of Comedy Pictures)		Delightful	19	3/ 2/40
Xochimilco (Atlas)		Entertaining	11	1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
Spider Returns	15 Chaps.	5/10/41
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
Jungle Girl	15 Chaps.	5/31/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

8th Anniversary Issue—Next Week

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One of the Many Week-In, Week-Out Services of

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LAST YEAR'S PRICES—Pay Next Year "It's cool inside" Banner free with every urchase of blower, air washer or exhaust fan. ecial 20 per cent discount. S. O. S. Cinema upply Corp., 636—11th Ave., New York City.

BOOKS

CAMERON'S, RICHARDSON'S, CHALMRS, NADELL, DISCONTINUED EDIIONS, 39c up; Gregory-McKay's Basic Volne, 435 pages on Photography, Laboratory eveloping, Printing, Cutting, Editing, Studio ighting, Animated Cartoons, Trick Shots, prolsely illustrated. Originally $7.50, now $1.95. . O. S. Cinema Supply Corporation, 636—11th ve., New York, N. Y.

SYSTEMATIZING THEATRE OPERTION, a condensed, easy-to-read book overing every important phase of theatre eration. Written by "Chick" Lewis. Sent stpaid upon receipt of $1.00 in cash, check r money order. Address, SHOWMEN'S TRADE EVIEW, 1501 Broadway, New York City.

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PUBLICITY MAN FOR SMALL CHAIN F THEATRES. Send photo, experience, refences and salary expected. Box 538, Frankn, Va.

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EFFECTIVE IMMEDIATELY—Assistant manager, excellent projectionist. Reliable, reasonable, go anywhere. Joe Nimo, 3151 Washington St., Bellaire, Ohio.

THEATRE CHAIRS

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THEATRE GAMES

"ASK-IT QUIZ," the sensational new theatre quiz game. Entire audience participates. Legal, no lottery or game of chance. Free sample. Gordon Hill, 509 Fifth Ave., New York City.

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THEATRES FOR RENT

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THEATRES FOR RENT (Cont.)

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SHOWMEN'S TRADE REVIEW

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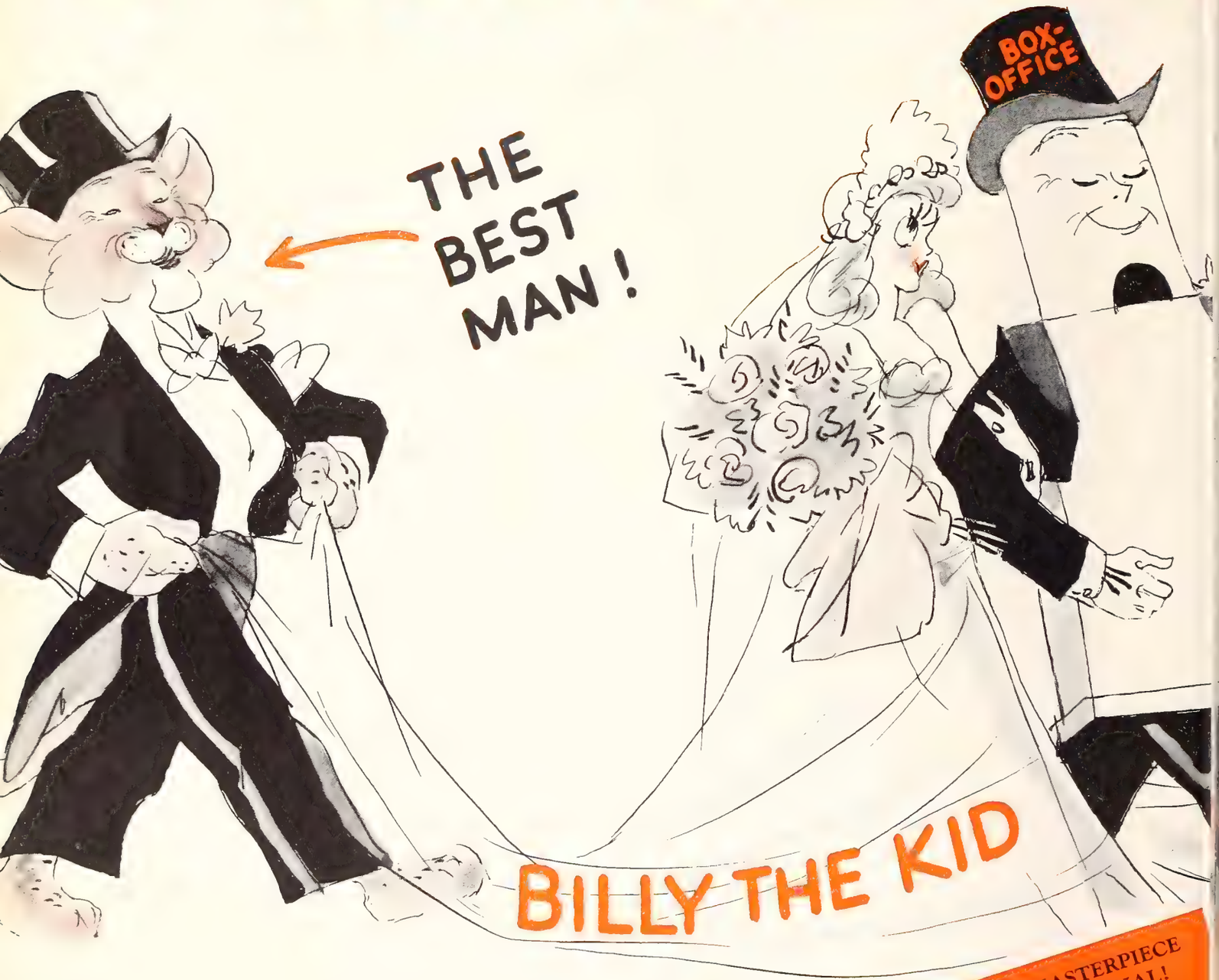
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SUMMER PRODUCT
SUMMER SHOWMANSHIP
HOT WEATHER SLOGANS
THE SHOW BUILDER
GLOSSARY of TRADE TERMS
ADVERTISING CLINIC

Charles E. "Chick" Lewis
Editor and Publisher

June 7, 1941
Vol. 34, No. 20

JUNE B



Millions of dollars worth of high-powered entertainment. Box-office tunes for June! Leave it to M-G-M, as usual, to come to the rescue.



RIDES!





THE SEASON'S BIG MUSICAL COMEDY!

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OH MR. GABLE! (*Your new role is dashing as two-fisted Rhett Butler*)

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"THEY MET IN BOMBAY"

with PETER LORRE • Jessie Ralph • Edward Ciannelli • Matthew Boulton • Screen Play by Edwin Justus Mayer, Anita Loos & Leon Gordon • Based on a Story by Hans Kafka • An M-G-M Picture • Directed by CLARENCE BROWN • Produced by HUNT STROMBERG

SHOWMEN'S TRADE REVIEW

Eighth Anniversary Issue

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Summer Product

Here are the pictures—all that can be definitely listed and described in accordance with release dates as now set for the balance of the 1940-1941 season. The product you will be playing through the summer months is the most important matter of all, and so we give you all the possible information as to casts, plot, selling angles in an alphabetical listing of the summer releases—a handy and valuable compilation of data which you will find useful for the balance of the current season.

Selling Tickets This Summer

A wide variety of ideas for the kind of showmanship that always proves profitable—covered in a series of articles streamlined for brevity and ready use. The showmen who will keep the crowds coming to their theatres are the ones who will use a range of selling ideas such as you will find in the group of suggestions we offer.

Glossary of Trade Terms

Ever try to explain to a non-industryite precisely what is meant by "clearance," or "run," or some other term, the meaning of which is perfectly clear to you? Then you'll appreciate how valuable the Glossary of Trade Terms will be in the event you prepare an arbitration case. Remember, Arbitrators are chosen because they are wholly ignorant of the industry and its practices.

Advertising Clinic

Old Doc Layout is an old friend of exhibitors through the good work done in our Advertising Clinic—now better than ever as it tackles the fundamentals of good showselling through newspaper advertising. We do not need to call attention to this feature so far as the vast majority is concerned—but some may not yet be familiar with the tremendous help these Clinic meetings offer. Better look into this one!

Monthly Product Checkup

Here you will find the kind of data that is indispensable to the theatreman—and there's many a distributor home office and exchange executive who also is mighty glad that STR thought up and carried out the idea. There is a complete breakdown of product by companies; how many pictures each company sold at the season's beginning; how many delivered to date (by titles and production numbers); how many readying for release; how many still to come.

The Show Builder

During our eight years of specializing in the entirely practical, we have had no one feature bring us such warm praise from all elements of the industry as this special monthly section which features the short subject. On the opening page of The Show Builder section you will find an index to the special articles and services covered in this issue. Also, while looking at that page to find the many good things contained in the section, be sure you read how a courageous, experienced and practical theatreman just about blasted the double feature menace out of his theatre by means of intelligent booking and exploiting and presenting shorts.

Pick Your Slogan

A good slogan is more than a catchy phrase. The good slogan expresses in few words the chief article you have for sale to the public, and thus it is, in effect, the very bone and muscle of all campaigning. We offer you suggestions through the courtesy and cooperation of advertising men of the home offices of the film companies. Any one you like—take it and use it. If you don't happen to like any one, you'll still find profit in studying the Slogans, because they will give you ideas for coining a sales line and a foundation for your summer campaigning.

What This Industry Needs

To combat lagging attendance is a fighting, aggressive, enthusiastic job of selling the public on pictures and picture shows as the form of entertainment they will enjoy. Exhibitors of the wide-awake, progressive class are convinced that the time has come for cooperative industry action, and we cannot recommend a more forthright statement or a more intelligent outline for concerted industry effort than that suggested by Ned Green, Legion Theatre Co., Mayfield, Kentucky. Be sure you read what Mr. Green has to say, and also be sure you give his suggestion considered thought and study.

The Evil of the Pass

Every theatreman finds the matter of the pass, the ducat, the Annie Oakley (call it whatever you will) a headache in practically every situation. Nothing, therefore, could be more interesting and helpful than the article which continues STR's great "Speaking of Operation" series. This series has registered a big hit—has been reprinted and circulated to circuit managers by many executives of chain operations, as well as receiving a warm welcome from theatre owners and managers of independent operations.

SHOWMEN'S TRADE REVIEW, Vol. 34, No. 20; June 7, 1941. Title and Trade Mark Reg. U. S. Pat. Off. Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, Civic Theatre, Adelaide, South Australia. Subscription rates per year: $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U. S. A. Address all Communications to: SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

The Editorial Page

Eight—Going On Nine

This June 7th, 1941 issue commemorates the eighth anniversary of SHOWMEN'S TRADE REVIEW.

The eighth birthday comes at a critical time in world and industry affairs—a time calling for sane and sober reflection. Being a part of a great industry naturally tends to make us think of that industry first, and of what may be confronting it in the year ahead.

Obviously, tremendous changes are about to take place. After twenty years of block selling and buying, the industry is about to set out on a new course charted by the consent decree.

Prosperity, measured in terms of increased employment and income for the masses, is coming back to America with a rush, but the box offices of the country's theatres are not reflecting the better times. Improved conditions will be far more noticeable with the beginning of the new season. However, the industry itself can do much to help speed up the better times. In this the theatremen can do their part—and we refer them to ideas, suggestions and plans to be found elsewhere in this issue. Production chiefs know the role they must play. Distribution heads also know what must be done.

New taxes! Higher taxes! Restrictions brought about by national defense needs for vital materials! Cooperation with your own industry and with your government! Add to these the many other obligations that will arise and you have, brothers, a healthy mouthful to chew and swallow.

Thus, a picture of the birthday cake before you. There may be some who will not care to eat their cake or have it either. But the vast majority will take all you can hand them right in their stride, and come back for more. They are the real backbone of the industry and the country.

But while you contemplate the picture for the immediate future; work out your plans for buying under the new policy; dope out your next move, be it arbitration or mediation; pause just a moment and join with us in celebrating a happy event in our own little history.

We could find no better way to mark the new milestone than that of putting forth the very best efforts to add to the scope of our regular service, and we have done so in the pages which follow.

To those thousands of theatremen, independent and circuit, company executives and friends, we take this occasion once each year to say: "Thank you sincerely for your encouragement, your support and your good wishes."

Greetings Mr. Exhibitor

This anniversary issue breaks simultaneously with the opening of the combined MPTOA and PCCITO conventions in Los Angeles. Because of this happy coincidence we are enabled to extend these greetings to all those exhibitors who assemble for what may develop into one of the most important of all exhibitor conventions.

We know you all journeyed to the scene of the event with two purposes in mind. First, to participate in an important convention. Second, to see Hollywood and have a good time. (If you want to reverse the order—go ahead! It's okay with us.)

There are some very pressing affairs crowding you at the moment and the very least to be accomplished by you at this convention is: (a) general discussion leading to better understanding of the consent decree and arbitration; (b) a workable plan to abolish the ASCAP seat tax; (c) start of action for a nation-wide goodwill campaign; (d) an intelligent exchange of showselling ideas in merchandising your wares; (e) discouragement of questionable, pre-selling activity; (f) machinery to adjust differences between exhibitors and distributors without resort to arbitration or litigation.

You can make your coast trip a town-painting party or you can get together for mutual protection and assistance. It's entirely up to yourselves. But when squawking time comes 'round, don't forget to remember what YOU did, or didn't do, at this convention.

▲ ▲ ▲

Cooperate, Or Else!

We commend to the thoughtful consideration of all the industry, the constructive, intelligent proposal of Ned Green, printed elsewhere in this issue. We can add nothing to what Mr. Green says with forthright candor and striking force. Only this would we like to say: This industry must get together on some unified plan of action to regain prestige, appeal and interest in pictures and theatre attendance, and it must not lose any time in doing so. The Green proposal sets forth a starting point for an institutional campaign. Who can outline a better plan? If you, or you, or you can—we urge you, please come forward and announce it. If not—we urge you, do your part to bring about action on the general principle suggested by Ned Green.

—*"CHICK" LEWIS*

Heineman New Scully Ass't

Executive Sales Set-up Changed by Appointment

William A. Scully, Universal general sales manager, this week announced a realignment of his executive sales set-up under which William J. Heineman, formerly Western sales manager, becomes assistant sales manager; F. J. A. McCarthy heads a newly created division as Southern and Canadian sales manager, and Fred Meyers, until recently general manager of RKO Film Booking Corp., takes over the duties of Eastern sales manager.



Wm. J. Heineman

A new Western sales manager will be appointed to fill the vacancy left by Heineman's advancement.

McCarthy's division takes in the branches at Atlanta, Charlotte, Dallas, New Orleans, Oklahoma City, Memphis, Cincinnati, Indianapolis, St. Louis and the Canadian offices of Calgary, Montreal, St. Johns, Toronto, Vancouver and Winnipeg. Meyers as Eastern manager will have charge of Boston, New Haven, Buffalo, New York, Philadelphia, Washington, Albany, Cleveland and Pittsburgh branches of Universal.

In making the announcement Scully said the re-alignment will necessitate other appointments and advancements and that these will be announced shortly.

Alperson Assumes Duties In New RKO Theatres' Post

Edward L. Alperson, newly appointed general manager of RKO's film buying and booking department, assumed his duties this week. Alperson was at one time sales manager of Warner Bros. and general assistant to Spyros Skouras for many years, supervising film buying.

'Under Age' Rejected By Detroit Censor

Detroit—Columbia's "Under Age" has been rejected by Lt. Charles W. Snyder, Detroit police censor, on the grounds that the picture is immoral. Rejection marks the first for any major in over a year. Even with cuts, there is believed to be no chance of the film passing.

Theatreman and Wife Trapped, Burn to Death

Radcliffe, Ia.—Trapped in the projection room, Clayton Barr, 26, and his wife, 25, were burned to death when fire gutted their theatre here this week shortly after some 350 patrons had left the house. Their bodies were not found until an hour later.

Demand for All-Industry Drive Seen As Crystallizing

Exhibitors Veering to View That Only Concerted Campaign Will Produce Higher Grosses Nationally

Exhibitor opinion is crystallizing in favor of some form of concerted industry effort to sell theatre-going to the citizenry, and indications are that this movement will rapidly take form in specific proposals for cooperative campaigning.

The subject is expected to come up for discussion at the joint convention of the MPTOA and the Pacific Coast Conference of Independent Theatre Owners in Los Angeles next week. This was indicated by MPTOA president Ed Kuykendall, who, while making no definite announcement that he would bring up the topic at the meeting, was said to have a plan in mind whereby a cooperative campaign would be proposed for industry action. He is quoted as having said "it is high time we started merchandising our product," and to be of the opinion that the matter of a national drive in some form would certainly be discussed from many angle at the Coast convention.

Typical of a number of expressions favoring some form of industry effort to stall what many theatremen are becoming convinced is a trend of public apathy toward pictures, is the proposal of Ned Green, of the Legion Theatre Company, Mayfield, Ky., which is published in this issue.

Unfavorable reaction to the "Greater Movie Season" drive of 1938 has lingered in many quarters and within recent times has produced some indifference to proposals that have been made since then for an industry get-together to sell pictures and picture-going to the public. However, within the past couple of months the disappointing box office returns even for pictures considered to have potent popular appeal has wrought considerable change, and now the conviction is growing that something must be done to increase grosses nationally through a re-awakened public interest in the motion picture.

The former exhibitor hostility to radio also has undergone a change, and it is likely that any campaign that evolves will result in use of radio to publicize the pictures. In this respect the exhibitors seem to be following the philosophy of the seasoned politician, which is: "if you can't beat 'em, join 'em."

Wins Barnard Award

The Helen Prince Memorial prize, a cash award scholarship of $1,200, at Barnard, has been awarded to Jean Carroll Sawyer, daughter of Jeannette Sawyer of the 20th Century-Fox advertising and publicity department.

Raritan Files Case

The Raritan Theatre, which has filed an arbitration claim for reduction of clearance, is located in Raritan, not Somerville, N. J., as erroneously stated in last week's issue.

Kelly to Address N. J. Allied Meet

Other Industry Officials to Be at Atlantic City Session

Atlantic City—One of the principal speakers at the Allied of New Jersey convention to be held at the Ritz Carlton Hotel here June 11-13 will be Arthur W. Kelly, vice-president in charge of distribution of United Artists, it has been announced. Other industry officials are also scheduled to attend the meeting.

Including an eastern regional conference of Allied leaders, the convention opens on Wednesday and closes Friday with a testimonial banquet to Lee Newbury, president of New Jersey Allied.

Walker to Produce 'Mystery of Faith'

A religious film, "Mystery of Faith," based on the story of the Holy Sacrifice of the Mass, will be produced in Technicolor by Johnnie Walker at the Movietone studios. Monsignor Fulton J. Sheen, radio priest, will have a leading role. The screen treatment was prepared by Bert Ennis. Production is set for mid-July.

Billboard Bill Postponed By New Hampshire House

Concord, N. H.—A bill proposing regulation of outdoor advertising in New Hampshire has been "indefinitely postponed" by a house vote of 255 to 61. Sen. Joseph B. Perley has introduced a new bill in the Senate which would require public carnivals to obtain local licenses and pay a local fee, plus a $100 state fee.

Next Season's Product Sold by 20th to FWC

A product deal for 20th Century-Fox's new season lineup has been closed with Fox West Coast. In Canada, the deals the company is making with independents are expected to be better than 50 per cent set by the time the July convention date (New York) rolls around.

Highest Bidder

Chicago—With the RKO Palace closed for the summer, Universal and RKO will sell their first-runs in the Loop to the highest bidder, it is reported.

Expect 300 at RKO Confab

First Block-of-Five May Be Ready for Showing

Fully 300 RKOites and producer affiliates will be in attendance at the tenth annual sales convention scheduled to open June 16 at the Waldorf-Astoria Hotel. Division and district managers, exchange heads and all salesmen and home office representatives from the United States and Canada, as well as home office officials, will be present when Vice-President Ned Depinet raps the gavel for the first general business session.

A general committee has been named by Depinet to work out final details for the gathering. Serving are A. A. Schubart, manager of exchange operations, chairman; M. G. Poller, head of the playdate department; S. Barret McCormick, advertising and publicity director; Leon J. Bamberger, sales promotion manager; L. E. Gaudreau, purchasing agent; Rutgers Neilson, publicity manager, and Harry Gittleson, editor of RKO's publication, *Flash*.

The New York exchange sales staff, headed by Bob Wolff, will be the reception committee welcoming the visiting delegates. This committee, in addition to Wolff, consists of Frank Drum, office manager; Phil Hodes, sales manager; Jack Ellis, Lou Kutinsky, Harry Zeitels, Ed Carroll and John Dacey.

The company's first block of five pictures is expected to be ready for showing at the meeting.

Mullen, Richek in UA N. Y. Exchange Promotions

Edward Mullen, office manager of United Artists' New York exchange, and long associated with the company, has been promoted to assistant to Manager Clarence Eiseman. Herbert Richek, former booker, succeeds Mullen as office manager.

'Revolutionary' Policy Planned by MGM

MGM is reported to be devising a new sales policy "revolutionary" in character, with details to be revealed some time this month. Division managers are holding discussions of the plan with branch managers, and are covering their territories with their district heads for the purpose of setting up the new policy regionally and nationally.

Weiss Leaves MGM to Join Frank Orsatti Agency

Milt Weiss has resigned his position in the MGM home office publicity department to join the Frank Orsatti agency on the Coast.

In New Location

Boston—Offices of Western Massachusetts Theatres, Inc., have been moved from the Metropolitan Theatre Building to Room 508, Union Savings Bank Bldg., 216 Tremont St.

Important Dates

June 8-12: MPTOA annual convention, Los Angeles.
June 8-12: PCC of ITO annual convention, Los Angeles.
June 9-11: 20th Century-Fox Annual Sales Convention, Waldorf-Astoria Hotel, New York.
June 11-13: New Jersey Allied convention, Ritz Carlton Hotel, Atlantic City.
June 16-19: RKO Sales Convention, Waldorf-Astoria, New York.
June 16-19: National Screen Service sales convention, Waldorf-Astoria Hotel.
June 24: Boston Variety Club charity ball.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Tenn. Exhibs. Act In Power Shortage

Current Consumption Curtailed in Chattanooga

Speculation as to what would happen should the Government determine to meet the impending power emergency with mandatory restrictions on the use of electricity was rife throughout the industry this week, particularly in the exhibition field.

The problem was brought into the spotlight last week by Secretary of the Interior Harry L. Ickes, who hinted that extensive commercial illumination might go. Clarification was awaited by the trade.

From Chattanooga, Tenn., came a report of the first theatre move to cope with the power shortage. Immediate readiness to cooperate in a program of current-saving to avoid a shortage of power for defense projects has been indicated by several hundred theatres in the area supplied with electric current from the Tennessee Valley Authority.

Three downtown Chattanooga houses, the Tivoli, State and Rialto theatres, have already extinguished their large upright signs, according to Manager Emmett Rogers of the Tivoli. A blackout of marquee signs has been ordered by Abe Borisky, manager of a Chattanooga neighborhood chain which includes the Cameo, Park, Capitol, Rivoli and Riviera theatres.

An unprecedented drought in the watersheds of streams that flow behind TVA dams has brought about the threatened shortage of electric current, it was pointed out.

'U' '40-'41 Production Nearly Completed

John Joseph, director of advertising and publicity for Universal, left New York Thursday for the West Coast after several weeks at the home office. Before leaving he said that Universal had only one more picture to complete for the 1940-1941 season and that most companies had completed their season's pictures earlier than usual this year and had got an early start on next season's product.

Col. to Hold 1st Of Two Meets

National Sales Executives To Gather in Chicago

Chicago—Columbia was scheduled to open the first of two national sales conventions here Saturday, with a two-day session at the Drake Hotel. Attending the meeting, which marks a radical departure from the company's usual policy in that it is a national executives' sales session, will be home office executives and sales heads, as well as division and branch managers. Harry Cohn, company president, is scheduled to fly here for the meeting.

Jack Cohn, Columbia vice-president, and Abe Montague, general sales manager, were scheduled to arrive here Saturday morning from New York.

Montague is to preside at the two-day session during which an analysis of the company's forthcoming 1941-42 product will be discussed.

Home office executives expected include Rube Jackter, assistant sales manager; Lou Astor and Lou Weinberg, circuit sales supervisors, and M. J. Weisfeldt, short subjects sales supervisor. Others in the home office contingent include Hank Kaufman, Bernard Zeeman, Maurice Grad, George Josephs, Seth Raisler, Vincent Borelli and Joseph Freiberg. David A. Lipton, advertising and publicity director, who is already in this city, also will be present.

Division and branch managers from the field scheduled to attend the meeting are:

Southern Division Manager Sam Moscow of Atlanta; Branch Managers R. J. Ingram, Atlanta; Joseph Gins, Charlotte, N. C.; J. B. Underwood, Dallas; J. J. Rogers, Memphis; C. A. Gibbs, Oklahoma City; H. Duvall, New Orleans.

Midwestern Division Manager Phil Dunas of Chicago; Branch Managers M. H. Evidon, Des Moines; O. J. Ruby, Milwaukee; H. J. Chapman, Minneapolis; J. H. Jacobs, Omaha.

Central Division Manager Carl Shalit of Detroit; Branch Managers W. Guy Craig, Indianapolis; B. C. Marcus, Kansas City, Mo.; C. D. Hill, of St. Louis.

Mid-East Division Manager Sam Galanty of Washington; Branch Managers A. S. Moritz, Cincinnati; L. Zucker, Cleveland; A. H. Levy, Pittsburgh.

Western Division Manager Jerome Safron of Los Angeles; Branch Managers R. C. Hill, Denver; W. C. Ball, Los Angeles; J. R. Beale, Portland, Ore.; W. G. Seib, Salt Lake City; L. E. Tillman, San Francisco; L. N. Walton, Seattle.

New York Division Manager Nat Cohn of New York; Branch Managers Irving Wormser and Sol Trauner, New York; Joe Miller, Albany; I. H. Rogovin, Boston; Phil Fox, Buffalo; T. F. O'Toole, New Haven, Conn.; H. E. Weiner, Philadelphia.

Holds City Council Can Regulate Bank Night

Des Moines—In answer to a petition filed by a patron seeking a new registration list, City Solicitor Fred T. Van Liew handed down an opinion this week that the power to regulate Bank Night is invested in the City Council. An ordinance requiring local theatres to destroy all existing Bank Night registration lists and set up regulations for operation of the awarding of the awards was sought in the petition.

SEVEN UP?

Platteville, Wis.—The marquee sign of the Avalon Theatre here recently reflected this matrimonial oddity: "Her First Beau"—"Bluebeard's 8th Wife."

Griefer to Manage Newark Theatre

Promotion Brings Personnel Changes in N. Y. House

Ben Griefer, first assistant manager at the New York Paramount for the past seven years, has been promoted to managership of the Paramount Theatre in Newark, effective immediately, it was announced this week by Leonard Goldenson, Paramount Theatre department head. Griefer has been with Paramount for the past 15 years.

With the promotion, the personnel at the New York house has been advanced in position under Manager Robert Weitman. Robert Shapiro becomes first assistant manager; Eugene Pleshette, second assistant manager; DeWitt Celsor, treasurer, and Joseph T. Conti, assistant treasurer.

Marty Mullin's Mother Dies

Jersey City—Mrs. James P. Mullin, mother of Martin Mullin of M & P Theatres, Boston, died here last weekend.

Holiday Week Business Good

Grosses at Bdwy. Houses Jump 10 to 35 Per Cent

Scowls of Broadway movie house managers were replaced by smiles over the Memorial Day holiday weekend when box office returns increased from 10 to 35 per cent.

A week-end business 35 per cent better than last year was reported by the Paramount, where "I Wanted Wings" was the chief attraction. Business at the Roxy on "Blood and Sand" showed a gain of 20 per cent. A similar gain was reported by the Capitol on "A Woman's Face."

Business on "Penny Serenade" at Radio City Music Hall was strong enough to prompt officials to hold it over for a third week, while the Strand reported its biggest week-end business in some time, with last year's grosses topped considerably.

Mangham to Distribute 'Last Mile' in South

John Mangham, president of Monogram Southern Exchanges, has closed with Astor Pictures for distribution of "The Last Mile" in the Atlanta, Charlotte, Memphis and New Orleans territories. Special exploitation campaigns are planned.



Interstaters Pledge Service

International Situation Chief Topic at Galveston

Galveston, Tex. — Following a rousing defense talk and bond appeal by Karl Hoblitzelle, more than 200 showmen attending Interstate Theatres' convention here late last week took a pledge of service to the country. The pledge came at the end of the final business session and was followed by talks from invited guests from various branches of the industry.

The four-day meeting ended Thursday evening with a gala dinner party at the Hollywood Dinner Club, with delegates leaving for their homes on Friday. Although technical matters were overshadowed by the international situation in discussions by the group, they came in for detailed attention.

The depletion of ushers because of defense requirements, which compels their replacement by women, was reported by several managers.

A telegram signed by Hoblitzelle on behalf of managers and executives of Interstate and sent to President Roosevelt pledged "our lives, our fortune and our sacred honor" in support of his leadership.

Dietz Named Chairman Of Defense Radio Shows

Howard Dietz, MGM's advertising, publicity and exploitation chief, has been appointed chairman and coordinator of a new radio series, "Millions for Defense," it was announced late last week by Secretary of the Treasury Henry S. Morgenthau when he accepted the donation by the Texas Company of its regular Star Theatre time in behalf of defense bond sales.

FILM INDIGESTION

The current drop in theatre business was attributed to "motion picture indigestion" this week by P. J. Wood, ITO of Ohio secretary, who cited a program "served up" at Warners' Majestic Theatre, Springfield, O., as one to cause patrons leaving the theatre to "burp up." "Meet John Doe," "So Ends Our Night" and "Rookies on Parade," were the three features on the program. Effect of the unusually large and lengthy cinematic bill of fare was likened by Wood to that which follows the consumption of "too much caviar, too many baked beans or too many pieces of pumpkin pie topped with whipped cream."

All Quiet on the Arbitration Front

Only 3 Complaints Filed This Week

All was quiet on the arbitration front this week as only three complaints were filed.

The Parkway Theatre, Miami, Fla., filed the first two complaints in the Atlanta Tribunal, demanding reduction of clearance of from 120 to 150 days after downtown first runs. Named in the complaints are Paramount, Warner Bros. and Loew's, 20th-Fox and 16 Publix theatres.

The Hill Theatre, Philadelphia, charged that the seven days' clearance of the Sedgewick Theatre is excessive and names Paramount, Warner Bros., RKO and the Rialto Theatre, as well as the Sedgewick.

Richey Off to MPTOA Meet

H. N. Richey, MGM director of exhibitor relations, has gone to the Coast to attend the joint MPTOA and Pacific Coast Conference of ITO convention in Los Angeles.

AMPP to Host MPTO Visitors

Will Arrange Studio Tours, Dance, Other Activities

Los Angeles—Plans were nearing completion this week for the annual MPTOA-Pacific Coast Conference conventions here June 9-12. The Association of Motion Picture Producers will act as hosts in arranging visits for the delegates to the studios as well as a special luncheon and studio visits for the ladies.

Among the other activities planned by AMPP is a dinner dance at one of the studios and a special "personality parade" for the ladies, at which Mary Pickford is to be the hostess.

The final convention banquet will be held at Earl Carroll's, where tables will be provided for executives and stars. In addition to the Earl Carroll floor show, a special program, which it is said, eclipses anything ever presented at any convention, is being planned by the studios. Hollywood stars will be introduced.

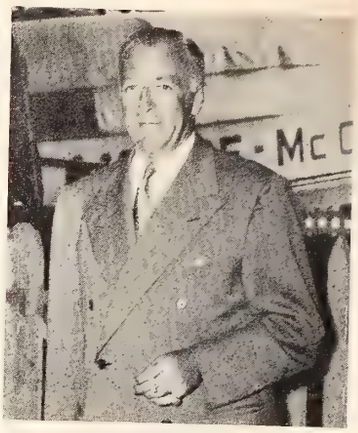
Florida Circuit In Rep. Product Deal

Company's 1941-42 Output To Be Shown in 100 Houses

Republic Pictures has closed a deal for its entire 1941-42 product with the Florida State Theatre Circuit (Publix-Sparks), operating approximately 100 theatres in the state of Florida. J. R. Grainger, Republic president, closed the deal with Frank Rogers, Florida State's general manager, now in New York. Prior negotiations were started in Jacksonville between Grainger, Rogers and Arthur C. Bromberg, Republic southeastern franchise holder.

Grainger left this week on a short trip to Boston. He expects to return to New York Monday.

BACK HOME AGAIN



Phil Reisman, RKO-Radio vice-president, as he looked on his arrival this week from South America. Gone for about six weeks, Reisman consulted with RKO representatives in Buenos Aires, Rio de Janeiro and other South American cities.

Plans Stabilization Of 16mm. Field

ANFA to Inform Public On Practices in Field

Plans to promulgate a campaign to stabilize the 16 mm. industry were outlined at the recent third yearly convention of the Allied Non-Theatrical Film Association. Efforts are being made to inform the public and the trade, it was said, on practices in the field which will do away with currently existing ills. To this end a brochure is being published describing the service the 16 mm. field renders to the community through schools, clubs, churches, hospitals and institutions, and to communities not otherwise reached by the theatrical field.

Importance of non-competition in the 35 mm. field is also being stressed by the ANFA. It is likewise pointed out that the 16 mm. field operates in a phase of the motion picture industry which heretofore has remained untapped, and rather than creating the competition to which many theatre owners object, broadens the distribution of all films and creates new markets, new audiences and goodwill. Purpose of the 16 mm. field is to cooperate with the 35 mm., not compete, it was explained.

NSS to Hold Sales Meet in New York

First New York sales meeting of National Screen Service and its associated companies, National Screen Accessories and Advertising Accessories, Inc., will be held at the Waldorf-Astoria, June 16-19, it was announced this week by George F. Dembow, vice-president in charge of sales. Heretofore sectional meetings have been held, but this year all district and branch managers, salesmen, field sales executives and departmental office heads will attend the one session. Thirty-one NSS branches will be represented.

Ill. Allied's 'War Council'

Meeting of Chicago Indie Exhibs Planned to Devise Methods for Boosting Grosses; Vote 'Singles' Drive

Allied of Illinois will undertake the first organized attempt to overcome the current slump in theatre grosses about the middle of June. A meeting of all Chicago independent exhibitors to devise methods of boosting patronage is being planned by Jack Kirsch, Illinois Allied president, it is reported.

The session is to be in the form of a "council of war" against ebbing grosses. All suggestions will be considered, the best ones to be put into action.

Similar "war" meetings are being planned for later in the month by other groups. Basis for such activity may be outlined at the Allied eastern regional conference to be held in conjunction with the Allied of New Jersey convention in Atlantic City.

Meanwhile, "more entertaining" films were cited by Kirsch as the most urgent need to combat the drop in business, despite the fact that Hollywood has been delivering product of fair quality. He referred to Universal's "Buck Privates" as the type of picture he had in mind. Business in his territory, he said, was down about 25 per cent, with various factors involved.

Results of the Allied board meeting had been constructive in his opinion, Kirsch said. He expressed confidence that the poll of theatre patrons on film likes, to be undertaken by a committee headed by Sidney Samuelson of Philadelphia, would prove helpful.

At a meeting held this week, Illinois Allied voted to push a drive for single features and also went on record as favoring the Sandquist 135 minute program bill, now pending at Springfield.

O'CONNOR APPOINTED 'U' VICE-PRESIDENT



Following a meeting of the Board of Directors this week, appointment of John J. O'Connor as Vice-President and Executive Assistant to President Nate J. Blumberg was announced. The O'Connor appointment is in the nature of a reunion with Blumberg, for both were long associated in the operation of RKO Theatres until 1938, when Blumberg became president of Universal and O'Connor assumed Blumberg's RKO position of Vice-President and General Manager. O'Connor took up his Universal duties Wednesday.

BOYS, here's the picture that's bringing he people BACK TO THE THEATRE!

UNIVERSAL'S

Bud ABBOTT and Lou COSTELLO

Dick POWELL

IN THE NAVY

with THE ANDREWS SISTERS, Claire Dodd, Condos Brothers

DOES

212% of "BUCK PRIVATES" BUSINESS

IN FIRST 28 OPENINGS IN COUNTRY!

OFFICIAL!

1. Orpheum Theatre, San Francisco, Calif.
2. Warner Theatre, Milwaukee, Wisconsin
3. Roger Sherman Theatre, New Haven, Conn.
4. Rialto Theatre, Louisville, Ky.
5. Orpheum Theatre, Seattle, Washington
6. Capitol Theatre, Scranton, Pa.
7. Majestic Theatre, Providence, R. I.
8. Orpheum Theatre, Davenport, Iowa
9. Colonial Theatre, Elmira, N. Y.
10. Durfee Theatre, Fall River, Mass.
11. Senate Theatre, Harrisburg, Pa.
12. Strong Theatre, Burlington, Vt.
13. Capitol Theatre, Little Rock, Ark.
14. Opera House, Newport, R. I.
15. Astor Theatre, Reading, Pa.
16. Bijou Theatre, Springfield, Mass.
17. Ohio Theatre, Canton, Ohio
18. Earle Theatre, Allentown, Pa.
19. Poli Theatre, Bridgeport, Conn.
20. Capitol Theatre, Hazelton, Pa.
21. Palace Theatre, Lawrence, Mass.
22. Roxy Theatre, Springfield, Ill.
23. Penn Theatre, Wilkes Barre, Pa.
24. Palace Theatre, Stamford, Conn.
25. State Theatre, New Bedford, Mass.
26. College Theatre, Bethlehem, Pa.
27. Garde Theatre, New London, Conn.
28. Ellaney Theatre, El Paso, Texas

BOYS, WE TOLD YOU— GET THAT NAVY GRAVY!

Program Exchange

Iliff Clevenger Comes Through With a Fine New Program: That Stoltz Guy Scores Again

PAPA STR is eight years old, and he's still pretty young and chipper. Among his children, Son Program Exchange is one of the youngest, having made his debut in September, 1938. In a few months he'll be three years old, and like a page off his old Pop, he's been doing all right. Many exhibitors throughout the United States and Canada are using him as a clearing house for ideas to improve their programs. Naturally, like all youngsters, he'd be helpless if he didn't have his Pop, as well as his Uncles (the exhibitors) to depend on. We hope he continues to grow and thrive.

Well, now, let's stop being allegorical (isn't that what they call it?) There's a lot of business at hand, and since the weather is so agreeable there isn't any use talking about it, we'd better get to work. The first thing we found on the pile of programs was a card distributed by Steve Rodnok, Jr., of the Oaks Theatre, Oakmont, Pa., for the showing of "Kitty Foyle." Seems that Steve tied in with the makers of Roman Meal Bread on the strength of the slogan, "For a better figure tomorrow, eat Roman Meal Bread today."

The card contained a full-length photo of Ginger Rogers and included a table showing her measurements. Blank spaces were provided for local girls to list their own measurements and compare them with Ginger's. Naturally, if a girl's measurements exceeded those of Ginger, she needed to eat Roman Meal Bread. It was a swell tieup, one that was not necessarily limited to "Kitty Foyle," for any exhibitor could surely arrange it in connection with any other picture in which an attractive feminine star appears.

In this department (*STR, May* 17, *p.* 14) we described the first copy of Malco Movie News that had reached our desk. Now, Curby A. Smith, who sent it to us from Little Rock, Ark., has come through again with two more recent issues. We won't repeat the description, but we do want to point out that the publication ranks with others of that type. Its only lack, as far as we can see, are photographic reproductions; there are a few, but not enough, and at least a two-column piece of art would enliven the front page considerably.

We like very much the column, "Things to Think About." Perhaps you can use these bits of advice in your own program: "Nothing will ever take the place of simple, unobstructive, old-fashioned courtesy."—"A fellow doesn't last long on what he has done; he's got to keep on delivering as he goes along."

One item, "Good Rules to Follow," is worthy of reproduction in programs wherever possible. It goes like this: "Learn to get along with people. Learn to exhibit more patience than any other man you know. Learn to respect other men's ideas and opinions. Learn to think problems through to the end. Learn to try to put yourself in the other fellow's place. Be democratic. Be loyal. Cultivate cheerfulness. WORK!"

A mimeographed folder addressed and delivered to neighborhood sales clerks was used as a plugger for the showing of "The Devil and Miss Jones" at Warners' Capitol Theatre, Chicago. We should like to warn those members who haven't yet played this picture to exploit it to the limit, for it will please your audiences immensely. It should be personally endorsed in your programs. We're not trying to plug the picture ourselves, but we do know it's a "sleeper" and that smart showmen should get behind it. Read the Showmanalysis (*STR, April* 19).

For the showing of "Come Live With Me" at Warners' Frolic Theatre, Chicago, small calling cards were distributed. The copy: "While you were out, a friend of heavenly Hedy Lamarr called and left this message—Said she would like you to see Hedy at the Frolic in 'Come Live With Me,' etc." Pretty clever stunt, and good for a lot of other pictures, too.

After a long absence, Manager Iliff Clevenger of the Yancey Theatre, Burnsville, N. C., returns to the fold, and the occasion is an auspicious one, for Iliff has just issued the first copy of his new program, which joins the ranks of Cinemag, Malco Movie News, and other newspaper-type publications. We won't hesitate to say that the first copy is a fine one and impresses us with its makeup, contents and typography. Aside to Iliff: Thanks for those good words about the Program Exchange. We appreciate them a lot. As for your request, we'll see what we can do about it.

How does that guy do it? We're talking to ourselves about Arnold Stoltz of Warners' Avon Theatre, Utica, N. Y. His novelty this week climaxes all those that have gone before. It's a card with this copy at the top: "What is the secret hidden behind the veil on 'A Woman's Face'?" Below this is the sketch used in MGM's trade ad (*STR, May* 10, *p.* 2). Fastened to the card along the brim of the hat shown in the sketch is a piece of pink, mesh cloth representing a veil. One has to lift it to see the "face." Of course there's a tieup with a department store on "everything for a woman's face," so that this novelty, like his others, cost Stoltz next to nothing. Why not plan something similar in advance of your playdate on "A Woman's Face"?

Avalon Opens for Season

Glad to see that the Avalon Theatre, Santa Catalina Island, is again open for the season. It has been several months since we received a program from L. M. Thomas, and we hope he'll keep us on his mailing list . . . Will Briemann continues using "autographed" star photos for his weekly program (it's a swell way to get maximum attention) . . . Down in Alamo, Tenn., Manager Guido Trusty of the Roxy informs his patrons via his program cover that "no foolin', Jonah was not swallowed by a whale" and that "it's a fact, you can always see the finest attractions at your Roxy."

Don R. Meyers of the Uptown Theatre, Cleveland, achieved an eye-catching herald through the careful use of mats and typography. He wanted to plug his double-feature program—"Second Chorus" and "Life With Henry"—and he certainly succeeded.

"I am especially proud of this one," he writes. Well, we don't blame him at all. Wish we had designed it.

This is as far as we can go this time. Keep cool, happy, energetic and showmanly.



Cover Has Appeal—And How!

We promised some time ago to reproduce a cover of one of the programs of Stanley Nyquist, manager of the Savoy Theatre, Catasauqua, Pa. Well, it's summertime, and managers are probably thinking about beach resorts and bathing beauties, so we thought this recent cover advertising Universal's "One Night in the Tropics" would place them in the right mood for that forthcoming vacation. We have little doubt but that it put the public in the mood to see it.



Shoeless—So See Show Free

Shortly after an announcement in the Rocky Mountain News that Manager Harold Rice of the Paramount, Denver, would admit anyone free to see Republic's "Sis Hopkins" if they came barefooted (no fair carrying shoes), the shoeless creatures, mostly of the fair sex, besieged the theatre's smiling doorman, as shown above. It was only one of the sensational selling stunts that made the film's engagement a success.

--Your Application Blank--

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

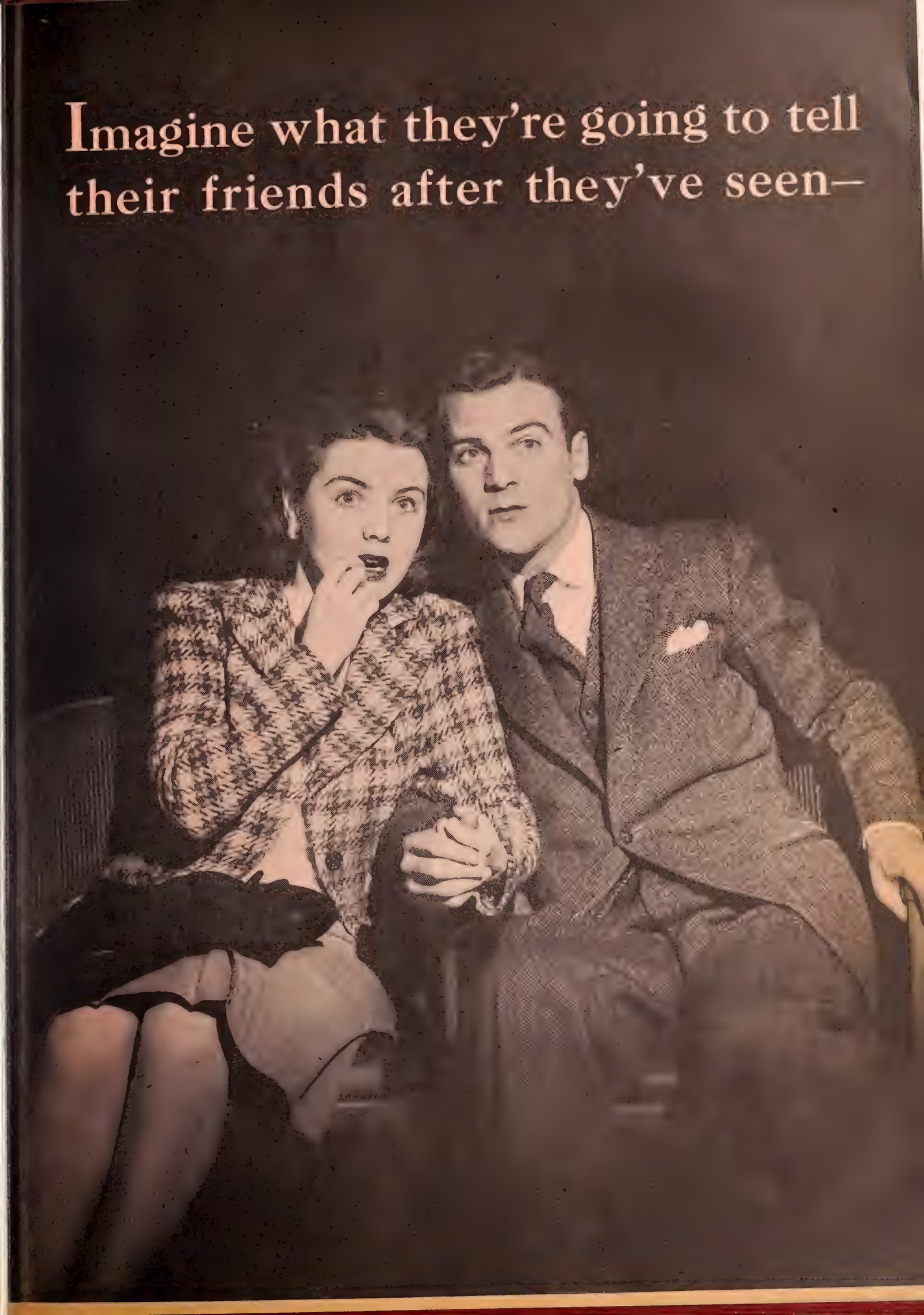
Name .....

Theatre .....

City .....

State .....

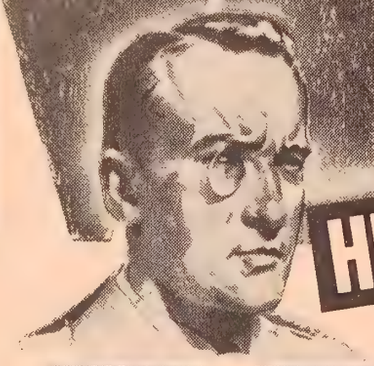
Imagine what they're going to tell their friends after they've seen—



THE WORLD'S MOST FAMOUS HUNTER BECOMES THE WORLD'S MOST HUNTED MAN!

243 of the most thrilling scenes that ever gripped an audience!

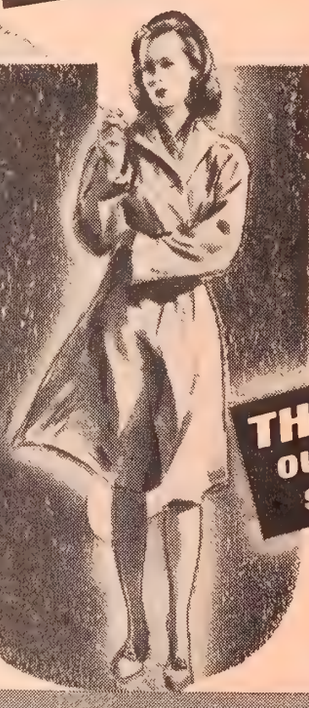
MAN HUNT



HUNTER!

HUNTED!





THE GIRL OUT OF THE SHADOWS!

starring

WALTER PIDGEON · JOAN BENNETT

with

GEORGE SANDERS • John Carradine • Roddy McDowall

Directed by Fritz Lang • Associate Producer Kenneth Macgowan • Screen Play by Dudley Nichols • Based on the novel "Rogue Male" by Geoffrey Household

20th CENTURY FOX

PRINTED IN U.S.A.

Selling the Picture

Make the Most of the Theatre's Anniversary

YOU'LL be celebrating an anniversary one of these days, but the manner in which you celebrate it will determine the rise or fall in business during that period. By "going to town" on exploitation, you can make the occasion a real business booster, and you'll win additional future patronage to boot.

Since tried and proven stunts are more convincing than mere suggestions, permit us to acquaint you with a recent anniversary campaign staged by Manager Everett R. Erickson of the Rhodes Theatre, Chicago. Eight days of special events were planned as follows:

Saturday—Kiddie show, headed by a feature-length cartoon and including a feature comedy, four cartoons and a serial.

Sunday—Unveiling of four new movie star plaques in the lobby. (While we will give full details of Erickson's "Plaque Guessing Contest" later on, we also suggest that you select a number of star-head photos to be displayed in the lobby, giving the public a chance to guess the names of the stars you have chosen. At the unveiling, those who have guessed correctly or nearest correctly will be awarded prizes. If you already have star photos on display, arrange to substitute a few of them with more recent newcomers.)

Monday—Special program sponsored by the local Chamber of Commerce.

Tuesday—Rhodes Community Club Night, with special events on the stage.

Picks Anniversary Queen

Wednesday—Contest on the stage to select the Queen of the Rhodes Third Anniversary Week—"Miss Rhodes of 1940." A local jeweler donated the prizes, first of which was a diamond ring, the second a diamond birthstone ring, and the third a birthstone ring.

Thursday—Because the Rhodes' anniversary happened to fall on Thanksgiving week, Erickson was fortunate enough in having the day available on which to thank patrons for their patronage.

Friday—Sweetheart Night—One hundred pounds of chocolate candy was promoted free and given to patrons with lucky slips passed out in advance.

Saturday — Merchants' Crazy Auction Night—Seventy-five dollars' worth of gifts were promoted from merchants and auctioned from the stage.

To advertise the week's events Manager Erickson (1) projected a trailer enumerating the events planned; (2) projected another trailer enumerating prizes and giving details for girls entering the "Miss Rhodes of 1940" contest; (3) placed an easel in the lobby two weeks in advance on the beauty contest and inviting girls to enter; (4) made contest blanks available in the lobby and mailed them to all girls in the neighborhood; (5) promoted special stories and announcements in the *South Side News* and *South Side Courier*, with entry blanks on the beauty contest as well as the rules and list of prizes; (6) made up a large flittered lobby easel used ten days in advance, which listed each day's activities on a separate card.

But that wasn't all. We just took time out to get our breath. He also placed a red velvet board with flittered lettering above the lobby doors. Copy: "It's Coming Soon—and How! . . . Our Biggest Week of the Year . . . Our Anniversary Week!"

Erickson contacted the editor of the *South Side Courier* and made arrangements for the paper to run a page-wide scare-head about the anniversary. A copy of the paper was rushed to Hollywood, where a picture was taken showing Ann Sheridan reading it. The picture was rushed back to Chicago and published in the following week's issue of the *Courier*.

With the headline, "Even Hollywood Congratulates Us," a special easel in the lobby contained telegrams from stars extending congratulations to the theatre.

To further advertise the four plaques, a "Plaque Guessing Contest" was held. Fifteen dollars in prizes were awarded to those coming close to guessing the names of stars whose new footprints were placed in the lobby.

In his weekly program, Manager Erickson listed the attractions for the week, thanked the patrons for their patronage in the past and invited them to attend the Anniversary Party.

During the week itself, the event was announced over the neighborhood radio station, and a large birthday cake in the lobby greeted incoming patrons.

While different situations call for different stunts, many of those planned and executed by Erickson can be adapted to your own needs. And, of course, you'll think of many other practical suggestions to make your anniversary a never-to-be-forgotten event. We should indeed like to receive the details of your campaign, if and when you put it over.

Urges Cooperative Campaign

Need is For Institutional Advertising by Industry

For the past several months I have been discussing with many people an idea which I believe will improve the gross of every theatre in America ten per cent or more at a cost of not more than one or two per cent.

The idea is simple—but it must be put over. Briefly it is this:

A central advertising bureau to formulate institutional advertising campaigns to be used by every part of the industry at the same time. For instance: how many tickets could be sold if we concentrated for a month or so on selling relaxation? We could follow this with Vitamin E (entertainment) and hundreds of others that the brains we have in our publicity departments could give us.

A few years ago the tobacco people saw that they needed a new market and what did they do: They *all* got together and sold women on smoking—and our industry obligingly cooperated by having our actresses smoke in scenes of countless photoplays.

There wasn't a thing wrong with the campaign "Movies Are Your Best Entertainment," except that somebody saw a quick way to get their money back by tacking a contest onto the idea. The release dates of the contest pictures pushed the idea so fast that the campaign was half over before the exhibitors knew what it was all about and the public thought it was a gag. Sure, I know other mistakes were made—including the one of giving all our money to newspapers and leaving radio out—but those mistakes were a natural result of the speed and haste required because of release dates.

Personally I am out of patience with the selfish "my company" attitude of the majority of our leaders. If you can, I would like you to show me one campaign put on by any company that actually said, or meant, anything except "This Picture is 'Bigger and Better' than the last."

I may be wrong but it is my opinion that unless we get together to protect our mutual interest we are going to have trouble. It has become increasingly evident that the public is getting tired of our same old line of chatter, and unless we change and work on a co-ordinated plan *soon*, we are going to pay, and pay dearly.

Ned Green
Legion Theatre Co., Inc.
Mayfield, Kentucky

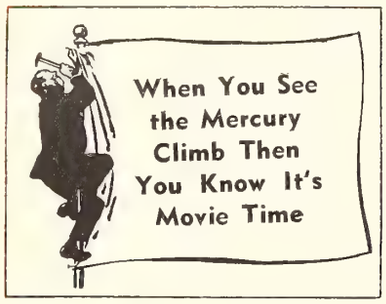
Pick Your Slogan for Summer Selling

Advertising men of the home offices of film companies give you cues for building a campaign to sell the "Movies Are Your Best Summer Entertainment" idea to the public, and SHOWMEN'S TRADE REVIEW on behalf of exhibitors hereby expresses sincere thanks to the following:

COLUMBIA PICTURES CORPORATION
20TH CENTURY-FOX FILM CORPORATION
R.K.O.-RADIO PICTURES, INC.
UNITED ARTISTS CORPORATION
UNIVERSAL PICTURES CORPORATION

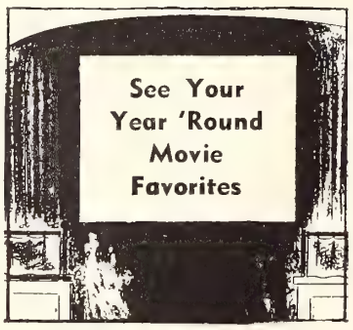
The advertising departments of the above companies responded to the invitation issued through STR to all companies to contribute ideas for show-selling during the summer with the suggested slogans appearing below.

BUILD YOUR CAMPAIGN AROUND A TICKET SELLING PHRASE



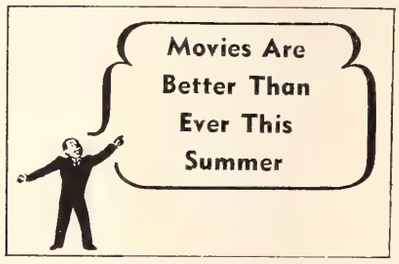
United Artists

Signal It from the House Top



United Artists

Sell It on Your Screen



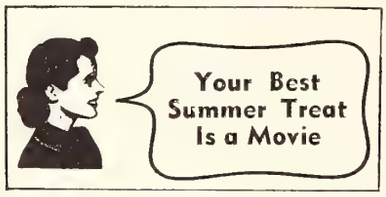
RKO-Radio

Point to It With Pride



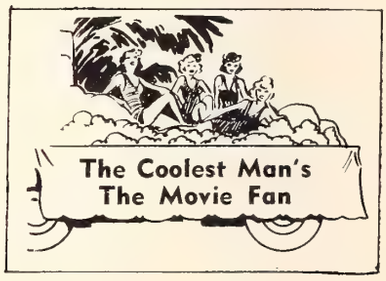
United Artists

Put It in Lights on Your Marquee



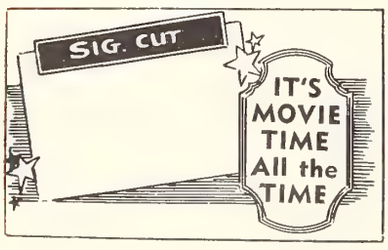
Columbia Pictures

Have the Staff Talk It Up



Columbia Pictures

Ballyhoo It Through the Streets



United Artists

Put It In Your Newspaper Ads



Universal

Say It In Display Frame Cards



20th Century-Fox

Shout It From Lobby Standees

It's Always Good Weather for the Movies
Relax and Enjoy a Good Movie
Make Your Neighborhood Movie Your Vacation Spot
Movies Send Your Troubles on a Vacation

Columbia Pictures

Best Tonic of All—Good Entertainment

20th Century-Fox

More Selling Slogans

Retreat from the Heat—Movies Are Best in Summer
Your Best Form of Fun—Is Better Still in Summer
Stay Sunny With Movie Cheer
There's Movie Cheer All the Year

United Artists

Outside You're Hot—In Here You're Not
Relax and Have Fun in the Cheerful Comfort of the Blank Theatre

Universal

Note: Company names appearing below each illustration above indicate source of slogans used in illustrations.

Here Is the Product for Summer Release

Plenty of Selling Angles Available To Combat Warm Weather and Seasonal Slump

ACCENT ON LOVE: Comedy Drama. Associate producers, Walter Morosco and Ralph Dietrich. Directed by Ray McCarey. Cast: **George Montgomery, Osa Massen, J. Carrol Naish, Cobina Wright, Jr., Thurston Hall.**



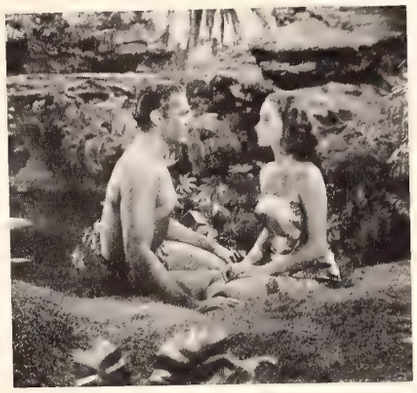
Accent on Love (20th-Fox)

Story: Montgomery, unhappily married to Hall's daughter, Cobina Wright, Jr., quits his job to join the WPA and find happiness. He meets and falls in love with Osa Massen, neighbor of the WPA boss. He lives with these people and soon is appointed to prevent a rent increase by Hall. He makes Hall masquerade as a WPA worker to see conditions and thus persuades him to consent to the dissolution of Montgomery's marriage and take a more humane attitude in business affairs.

Selling Angles: Stories of rent strikes should be clipped and saved for lobby blowups when you play this picture. Stories by local WPA chiefs on how the force has been reduced through increased private employment would be appropriate and good newspaper copy to tie up with the theme of the picture. The title is good for tieups with furniture shops, florists, women's specialty shops, etc., stressing the gift angle.

ALOMA OF THE SOUTH SEAS: Drama in Technicolor. Produced by Monta Bell. Directed by Alfred Santell. Cast: **Dorothy Lamour, Jon Hall, Lynne Overman, Rita Shaw, Philip Reed, Katherine DeMille.**

Story: Jon Hall, educated in the United States, returns to his place as ruler of his people in their island paradise and to claim Dorothy as his bride. He finds himself opposed by his cousin, Philip Reed, who starts a rebellion, but Hall, with the help of Lynne Overman quells it as a volcanic



Aloma of the South Seas (Para.)

explosion and earthquake all but wreck the island.

Selling Angles: Dorothy Lamour is back in a sarong and that should be the signal for plenty of selling on this point. Put sarongs on lifesize standees of her in the lobby and in vacant store windows. Jon Hall, too, is back in the type of role which made him famous, like in "Hurricane," so link "Typhoon" with "Hurricane" for good publicity. Contests on the best letters on the question "Why I Would Like to Live on a South Sea Island" as well as the reverse would stress the locale. Use plenty of color in the front and lobby to emphasize the Technicolor photography.

BACHELOR DADDY: Comedy. Associate producer, Burt Kelly. Directed by Harold Young. Cast: **Baby Sandy, Edward Everett Horton, Donald Woods, Raymond Walburn, Evelyn Ankers, Kathryn Adams.**



Bachelor Daddy (Univ.)

Story: Kathryn Adams, mother of Baby Sandy, is arrested for peddling candy without a license. Fearful for her child, she takes a chance and writes a letter to Mr. Smith c/o of the Bachelors' Club. There are three Smiths there, brothers. They are Horton, Walburn and Woods. Each feeling guilty of possible fatherhood of the child, they take care of it but lack money. So it is arranged that Woods will marry Evelyn Ankers, daughter of a rival. But Kathryn reappears on the scene and Woods falls in love with her. When Evelyn's father tastes Kathryn's candy, he arranges a merger and Woods marries Kathryn.

Selling Angles: Tieups with candy manufacturers seem to be a natural for this one. There are various articles licensed for Baby Sandy. Tie up with dealers handling them. A dressing contest for fathers with their children would be a hilarious contest if performed on the stage. The race could be held in view of the audience with a complete child's outfit to the winner, promoted from a local children's wear store.

BAD MEN OF MISSOURI: Period Drama. Associate producer, Harlan Thompson. Directed by Ray Enright. Cast: **Dennis Morgan, Wayne Morris, Jane Wyman, Arthur Kennedy, Ricardo Cortez.**



Bad Men of Missouri (WB)

Story: Three brothers return from the Civil War to find their father and all the neighbors being pillaged by Cortez, a banker. They begin a career of bank and train robbery, directed principally against Cortez, turning all the money over to their neighbors who pay Cortez, to his utter confusion

(*Continued on Page* 18)

Keep Your Public Picture-Minded This Summer

Selling Cool Comfort

Never tire of exploiting the cool comfort of your theatre. After all, the heat is your enemy, so cool comfort is a best bet with which to combat it. Let these suggestions aid you!

Run a series of trailers throughout the summer, varying the copy at two-week intervals. The features of your plant, the assurance of a balanced and healthful temperature at all times, the importance of parents insuring the health and safety of their children by sending them to your theatre—these are just a few of the subjects to be used.

Get the local Commissioner of Health to endorse your cooling plant via a letter which you enlarge and display in the lobby. It would also be good for an institutional newspaper ad.

Coin a phrase which labels your plant as one that maintains an even and balanced temperature at all times.

Eskimos and polar bears have been found to suggest too much frigidity. Therefore, use penguins for front and lobby decorations, ad slugs, etc.

Get your artist to design an outdoor scene, such as a snow-capped mountain or some other cool retreat, and have it made into an engraving to be printed on post cards which contain copy like this: "Dear Friend—If this picture makes you feel cool, then you know how I feel every time I attend the Blank Theatre where it's ALWAYS cool and comfortable. Wish you were here to go with me to the show, etc." Distribute these cards throughout the city. Perhaps you can save the engraving expense if you're fortunate enough to find cards containing the scene best suited to your purpose.

See that your theatre's cool comfort is advertised at the beaches and other resorts. Your ad on beach umbrellas would gain attention. Display cards at all refreshment stands.

Use some of your outdoor poster boards throughout the city to plug the theatre's coolness.

THE BIG NEWS OF THE WEEK WAS:

The first release of Warner's

MILLION DOLLAR BABY



in specially-selecte
key city holiday engag
—where it is me
causing a sens
thank you.

official information service that France would attempt to regain African colonies won over by the "Free French" forces of General de Gaulle. Officials said that any attempt by the United States to occupy Martinique, the Antilles or Dakar would be met with force. In London, a non-diplomatic source [illegible] Dakar.

sumably to foment uprisings. [Page 1, Column 4.]

In Europe's aerial warfare [illegible] Royal Air Force fliers [illegible] out light [illegible] den [illegible]

[illegible] them children, as [illegible]ay in grave doubt [illegible]he British Minis- [illegible]ation had an- [illegible]hat the Egyp- [illegible]t a month over- [illegible]wn, "must be [illegible]ne only chance [illegible]ers' survival [illegible]bility that a [illegible]them aboard [illegible]ship. [Page

Middle- [illegible]am was against [illegible]e rally [illegible]up the [illegible]r the [illegible]alan- [illegible]gon to- [illegible]an be [illegible]y-

Columr

An agency that th Washi to pro assist [illegible] Amer French that French of the leased mercha on a [illegible] pass. With policy volt w few d steps These believe status and n questio [illegible]

e first preview of Warners'

OUT OF THE FOG



recognized already by those who saw it as the industry's next big money-maker! It's yours—and it's a pleasure —on June 14th!

IDA LUPINO
JOHN GARFIELD
in
'OUT OF THE FOG'
with
THOMAS MITCHELL
EDDIE ALBERT
GEORGE TOBIAS
Directed by ANATOLE LITVAK
Screen Play by Robert Rossen, Jerry Wald and Richard Macaulay
From the Play 'The Gentle People' by Irwin Shaw

PRISCILLA LANE • JEFFREY LYNN
RONALD REAGAN
in
'MILLION DOLLAR BABY'
with
MAY ROBSON • LEE PATRICK
Directed by CURTIS BERNHARDT
Screen Play by Casey Robinson, Richard Macaulay and Jerry Wald • From a Story by Leonard Spigelgass

The next June Pride from
WARNERS
is called
"UNDERGROUND".
Watch for the exciting
news about it next week...

[illegible] Broadcasting Sys- [illegible] Heinkel-111 and another large [illegible] plane were burned out as a result [illegible] of a new raid on the airfield at [illegible] Tadmur [Palmyra] and [illegible] declared [illegible] among [illegible]

[illegible] armistice, [illegible] "To speak only of the [illegible]ories [illegible] Chad or Gabon and more gen- [illegible]lly of all Equatorial Africa and [illegible] Cameroons. these are provinces [illegible] the French empire over which [illegible]plete French sovereignty must [illegible] re-established."

The statement further insisted that the question was one that had to be settled between the French Government and the "de Gaullist rebels" and that no foreign inter-

[illegible] were [illegible] to help lead [illegible] the four shiploads of [illegible] tended.

WASHINGTON, May [illegible] The Marquis de [illegible]

[illegible] High Command, in a communiqué broadcast today, claimed the destruction of thirty British armored cars and trucks and the dam-

[illegible] relations with United States," he said, "I [illegible] to make sure the democratic

and fury. Finally, they all surrender to the sheriff, as all the money is paid off.

Selling Angles: Action is the principal thing to sell here. "Wanted" posters should be put up all over town. Use blowups of the three brothers brandishing guns in the lobby. The James brothers appear in the picture and so the same sort of selling as was used for "Jesse James" and "The Return of Frank James" can be used in this one.

BARNACLE BILL: Comedy Drama. Produced by Milton Bren. Directed by Richard Thorpe. Cast: **Wallace Beery, Marjorie Main, Leo Carillo, Virginia Weidler, Donald Meek, Barton MacLane.**



Barnacle Bill (MGM)

Story: Beery, a ne'er do well sailor, is in love with Marjorie Main. But she insists on his giving up his idea of running his own schooner. When Virginia, Beery's daughter, comes to live with him, he suddenly gets up enough ambition to go to work. But he gets into fights of all kinds finally proving what a man he is by capturing a bunch of racketeers and bringing his boat in through a raging storm. So he marries Marjorie and gets his boat.

Selling Angles: Create a nautical atmosphere in the lobby. Put plenty of Beery wisecracks around. Play up the new team of Beery and Marjorie Main, who is no doubt familiar to audiences. If you are near water, have a boat ballyhoo; it's a natural for this picture.

THE BIG STORE: Farce. Produced by Louis K. Sidney. Directed by Charles Riesner. Cast: **Marx Brothers, Tony Martin, Virginia Grey, Margaret Dumont, Henry Armetta, Douglas Dumbrille.**



The Big Store (MGM)

Story: Margaret Dumont, owner of a department store, hires Groucho Marx, detective, as a bodyguard. Chico and Harpo are employes of the store. As usual there is a tremendous amount of horseplay, a few songs and the usual type of plot.

Selling Angles: Since there are some good songs in this picture, tie up with radio stations and music stores. Have a ballyhoo of three men dressed like Groucho, Chico and Harpo. Don't forget the latter's harp playing and Chico's piano skill. Ben Serkowich at the Capitol in New York made up a display board some time ago for a Marx Bros. picture, using all sorts of odd objects to make up the faces of the brothers. You can try a similar stunt with marshmallows and shoe buttons for eyes, a tomato for a mouth, etc. Sell hard on the comedy angle, using a laughing record in the lobby, etc.

BLONDIE IN SOCIETY: Comedy. Produced by Robert Sparks. Directed by Frank Strayer. Cast: **Penny Singleton, Arthur Lake, Larry Simms, Danny Mummert, Jonathan Hale, William Frawley, Edgar Kennedy.**



Blondie in Society (Col.)

Story: Dagwood brings home a Great Dane. This is the beginning of trouble for Blondie, Daisy and all the housewives in the neighborhood. Blondie disposes of the animal by entering him in a dog show and selling him to the highest bidder.

Selling Angles: This is an opportune picture for which to use a dog show as an exploitation stunt, since a dog show figures prominently in the story. Tie up with newspapers running the comic strip. Have a lobby stunt with local dogs doing tricks of all kinds. A dog calling contest would be another good stunt.

THE BRIDE WORE CRUTCHES: Comedy Drama. Associate producer, Lucien Hubbard. Directed by Shepard Traube. Cast: **Lynne Roberts, Ted North, Edgar Kennedy, Robert Armstrong, Lionel Stander.**



The Bride Wore Crutches (20th-Fox)

Story: Ted North, reporter, is disliked by Lynne Roberts, a fellow worker, because he got his job through influence. In a bank at the time of a robbery he trails the wrong car and wrecks that of Kennedy, chief of detectives. Due to lose his job unless he covers the case successfully, he poses as a bank robber, locates the gang headed by Armstrong, tips off Kennedy of a coming job and aids in the gang's capture.

Selling Angles: Tie up with local furniture stores on the bride angle. Get newspaper readers to submit tricky endings for the old adage, "Something old, something new, something borrowed, something blue." There's a clever idea in the press book on the "Press" angle which will get laughs, stressing the picture's comedy.

BROADWAY LIMITED: Comedy Drama. Produced by Hal Roach. Directed by Gordon Douglas. Cast: **Victor McLaglen, Marjorie Woodworth, Dennis O'Keefe, Patsy Kelly, Zasu Pitts.**



Broadway Limited (UA)

Story: A screen glamour girl adopts a baby to promote her success. This leads to complications, especially since the baby has been kidnapped. It is then up to her director to get her out of a difficult situation, which he does.

Selling Angles: Made in cooperation with the Pennsylvania Railroad, whose crack train bears the name of the picture, this will offer many opportunities for tieups with the railroad whether your town is near or far from its tracks. There will be opportunity for a baby contest, too, always a good stunt in the summer.

CAUGHT IN THE DRAFT: Directed by David Butler. Produced by B. G. De Sylva. Cast: **Bob Hope, Dorothy Lamour, Lynne Overman, Eddie Bracken.**



Caught in the Draft (Para.)

Story: Bob Hope is a gun-shy movie star who, in his anxiety to make an impression on Dorothy Lamour, the daughter of a colonel, gets into the army accidentally. From then on it's a question of which takes the worse beating, the army or Hope, but there's continual laughter until he finally wins Dorothy.

Selling Angles: There are some swell teaser angles such as post cards with the title as the first words and a little personal message

signed with a man's name and mailed to an exclusively feminine mailing list. Blow up a still of Hope peeling potatoes and put it in a window surrounded by potatoes with prizes for the best guess as to the number of potatoes. Go after the boys in uniform near a camp or when they are home on leave. There's an opportunity for some swell wisecrack contests. You can also stress the serious angle with a contest for local draft mothers and sweethearts. Use special advertising to appeal to prospective draftees. Offer prizes for the best story of or about a draftee. Get spot announcements on the radio to follow the Bob Hope hour.

CRACKED NUTS: Comedy. Associate producer, Joseph G. Sanford. Directed by Edward Cline. Cast: **Stuart Erwin, Una Merkel, Mischa Auer, William Frawley.**



Cracked Nuts (Univ.)

Story: Auer has invented a mechanical man and seeks backing from Frawley, a patent attorney. But the latter is broke. Stuart Erwin is engaged to Frawley's secretary, Una Merkel, and he tells her that he has just won $5,000. Auer and Frawley fleece him but two men from Erwin's home town fool Frawley into returning the money to him and all ends well.

Selling Angles: The mechanical man idea can be developed by having a compo board figure in the lobby with a motor behind it which will make the limbs move. Sell the picture from the comedy angle. Pass out envelopes with cracked nuts in them. Tie up with stores selling nuts with lines reading: "For fresh uncracked nuts stop here; for 'Cracked Nuts' go to the Strand, etc."

DANCE HALL: Comedy with Music. Executive producer, Sol M. Wurtzel. Directed by Irving Pichel. Cast: **Carole Landis, Cesar Romero, William Henry, June Storey, J. Edward Bromberg.**

Story: Romero, proprietor of a dance hall, makes love unsuccessfully to one of his girls, Carole Landis. She repulses him continuously but finally when he proves he is a good hearted fellow after all, she gives in to him.



Dance Hall (20th-Fox)

Selling Angles: Give away photos of Romero with a snappy catchline on the back. Tie up with all the local dance halls. Get tieups with lingerie shops—one figures in the picture. There are some good tunes in the picture, so there's your cue for radio and music store tieups.

FORCED LANDING: Drama. Produced by William C. Thomas. Directed by Gordon Wiles. Cast: **Richard Arlen, Eva Gabor, J. Carrol Naish, Nils Asther, Evelyn Brent, Victor Varconi.**



Forced Landing (Para.)

Story: The scene is an independently governed island in the Pacific. Eva Gabor is the daughter of a man who is building hemispheric fortifications and Arlen is flying payrolls on the civil airlines of the country. While seeking another aviator who has been lost, they are imprisoned by Naish, a rebel. But they help him and so he aids them to escape. A strike at the fortifications engineered by Asther is stopped by Arlen who flies in with the payroll.

Selling Angles: Action is the predominant note of this picture and every bit of exploitation should emphasize this feature. A motor in the lobby can be rigged up to give sound effects of airplanes or you can obtain them on a record. Dress attendants in uniforms of aviators.

FLIGHT PATROL: War. Associate producer, Edmund Grainger. Directed by Lothar Mendes. Cast: **Ronald Reagan, James Stephenson, Julie Bishop, Cliff Edwards, Reginald Denny, Olympe Bradna, William Lundigan.**



Flight Patrol (WB)

Story: Reagan, a daredevil flier, pilots a bomber to France. Although he can't keep his mind off the ladies and is indirectly the cause of two men crashing, he finally proves himself a hero.

Selling Angles: The flier in this picture ferries a bomber to Britain. Clip some of the daily stories appearing about these men and post them in the lobby together with appropriate stills. Local representatives of "France Forever," for whom Reagan flies the bomber should be contacted. With them sponsoring your opening night's performance, you can reap plenty of publicity. Tie up the picture with the daily newspaper stories of the RAF offensive. The custom depicted in the picture of drawing the gloves from a hat can be partially duplicated as a selling stunt.

FOR BEAUTY'S SAKE: Comedy. Associate producer, Lucien Hubbard. Directed by Shepard Traube. Cast: **Ned Sparks, Marjorie Weaver, Ted North, Joan Davis.**

Story: Ted North, a woman-hating college professor, is left a fashionable beauty salon by his aunt, with the proviso that he personally manage it. Among her effects he finds an unmailed letter in which she tells him of strange goings-on, so he starts to investigate. After a few mysterious deaths and an attempt on his life, North discovers that the attorney for the estate is behind all the trouble.

Selling Angles: There are plenty of tieups to be made with beauty shops. Have cards printed with the printing in reverse so that patrons can see them in mirrors of these shops. There's

(*Continued on Page 22*)

Beat the Heat With All-Out Showmanship

Lobby Displays Feature Coolness

There are factors in addition to decoration and lighting that can mark your theatre as "a cooling retreat from the hot summer's heat." Here are a few:

See that the "wintry" backgrounds of all lobby frames are replaced by backgrounds featuring cool colors.

Be sure the cashier is cool and comfortable. If she waves a fan back and forth, it isn't much of an inducement for a potential patron to attend the theatre. A few cut flowers in the box office should be a rule throughout the summer.

Take down those heavy drapes and replace them with cool ones.

Make up a shadow box with an arctic background and cool copy. Attach an electrically operated exhaust nozzle at the bottom. Place small bits of paper inside the box. When the electricity is turned on, the effect will be that of swirling snow.

If electric fans are used in lobby or foyer, have streamer ribbons, of paper or light fabric, attached in a way that allows them to flutter—the breezy motion is attractive to the eye and suggestive of coolness.

Doormen and ushers, in addition to being attired in cool, freshly laundered uniforms, should be instructed not to comment on the hot weather—the less said about it the better.

In making up lobby cutouts, or displays for current or coming attractions, keep the cool colors predominant, and work in whatever symbols —frosted letters, penguins, etc.—you are using in newspaper advertising or other publicity to sell the cool idea.

By all means see that the cleaning is especially efficient for lobbies and outer entrances during the summer. A clutter of waste paper, cigaret butts or other waste on sidewalks or lobby floors is anything but inviting. Dust and grime on walls or displays or floors will make the place look hot, while sparkling glass and clean surfaces give just the opposite very desirable impression.



HAL ROACH presents

BROADWAY LIMITED

Victor McLAGLEN · Dennis O'KEEFE · Marjorie WOODWORTH

Patsy KELLY · Zasu PITTS · Leonid KINSKEY · George E. STONE

Original Screen Play by Ralph JAMES · Directed by GORDON DOUGLAS

Released thru UNITED ARTISTS

T on the Tremendous Publicity That Preceded It, "BROADWAY LIMITED" Roars Into Hundreds of Theatres on LUCKY FRIDAY, JUNE 13TH!



Enthusiastic showmen everywhere are booking it smack on release date! They know that millions are eager to see MARJORIE WOODWORTH *now* when she's 1941's most publicized star! They want to set the big Pennsylvania Railroad exploitation rolling! (They've seen this high-powered campaign completely explained in the pressbook.) They're among these ***LUCKY FIRST*** to play it . . .

Aldine, Philadelphia
Great Lakes, Buffalo
Poli, New Haven
Orpheum, Montreal
Majestic, Bridgeport
Paramount, Baton Rouge
Capitol, Lawrence
Liberty, Zanesville, O.
State, Ithaca
Globe, Bethlehem, Pa.
Grand, Bradford, Pa.
Colonial, Harrisburg
Penn, Wilkes Barre
Kearse, Charleston, W. Va.
Embassy, Reading
Grand, Cincinnati
Grandin, Roanoke
Mohawk, North Adams, Mass.
Ben Ali, Lexington, Ky.
Plaza, Stamford
Entire Sparks Circuit, Florida
Scenic, Keene, N. H.
Grenada, Bluefield
Palace, Meriden, Conn.
Loew's, London, Ont.

State & Orpheum, Boston
Loew's, Rochester
Loew's Syracuse
Midland, Kansas City
State, Louisville
Rialto, Allentown
Shea's, Erie
Paramount, Jackson, Miss.
Paramount, Gulfport, Miss.
Capitol, Shenandoah
Regent, Elmira
Paramount, Texarkana, Tex.
Saenger, Pensacola
Saenger, Mobile
State, Altoona
Capitol, Binghamton
Strand, Gloucester, Mass.
Olympia, Portsmouth, N. H.
Indiana, Marian, Ind.
Victoria, Shamokin, Pa.
Ohio, Columbus
Union Square, Pittsfield
Lafayette, Lafayette, Ind.
Saenger, Biloxi, Miss.

Capitol, Washington
Ritz, Albany
Palace, Indianapolis
Loew's, Providence
Capitol, Scranton
National, Richmond
Strand, Shreveport
Palace, Huntington, W Va.
Empire, Portland, Me.
Columbia, East Liverpool, O.
Paramount, Fort Wayne
Strand, Manchester, N. H.
Tremont, Nashua, N. H.
Boyd, Easton, Pa.
Granby, Norfolk
Poli, Hartford
Lawlor, Greenfield, Mass,
State, Raleigh, N. C.
Palace, Memphis
Trent, Lynchburg, Va.
Shea's, Fitchburg, Mass.
Magnet, Claremont, N. Y.
Grand, Terra Haute
Jefferson, Charlottesville, Va.

— and two hundred other theatres!

HOT is the word for the showmanship in the great Pennsylvania Railroad tie-up! Ads in Saturday Evening Post, Life and Collier's to 10,000,000 readers! Roto ads in 80 big cities! 3-sheets and 1-sheets in all railroad stations serviced by the Pennsylvania! Millions of menu-cards, time-tables and folders!



For Beauty's Sake (20th-Fox)

a House of Westmore tieup available. Get spot announcements on the radio to follow the morning "soap-operas." The story ran in the *American Magazine* so tieup with newsdealers to put an insert in all the copies circulated in your vicinity.

THE GETAWAY: Drama. Produced by J. Walter Ruben. Directed by Edward Buzzell. Cast: **Robert Stirling, Charles Winninger, Donna Reid, Dan Dailey, Jr.**



The Getaway (MGM)

Story: Stirling, a G-Man, goes to prison to gain the confidence of Dailey, head of a gang. Stirling engineers an escape and is soon on the road to discovering the whereabouts of the gang. But he falls in love with Donna Reid, Dailey's sister, complicating matters, until by a clever ruse, he manages to bring the gang to book.

Selling Angles: Sell this from the "Crime Doesn't Pay" angle with plenty of emphasis on the G-Man, etc. A flash lobby with men with guns and overturned cars depicted will help this. Display gangster and police equipment in the lobby.

HELLO, SUCKER: Comedy. Associate producer, Ken Goldsmith. Directed by Edward Cline. Cast: **Hugh Herbert, Tom Brown, Peggy Moran, Walter Catlett, June Storey, Lewis Howard.**



Hello, Sucker (Univ.)

Story: Herbert sells Brown and Peggy a decrepit vaudeville agency. They have no success until they conceive the idea of having all their talent demonstrate various commercial articles. Success achieved, Howard, Peggy's bucolic swain, arrives to marry her. But June Storey makes a play for him and she soon realizes she loves Brown instead.

Selling Angles: Make all the tieups you can just as is done in the picture. This should prove a good exploitation man's bonanza. Get a juggler to flip pancakes, models to demonstrate clothing, etc. All this can be done on the stage. Run contests with each store to select its favorite model, and all of them to be honored at the theatre.

HIGHWAY WEST: Gangster. Associate producer, Edmund Grainger. Directed by William McGann. Cast: **Arthur Kennedy, Brenda Marshall, Olympe Bradna, William Lundigan, Slim Summerville, Willie Best, Noel Madison.**



Highway West (WB)

Story: Kennedy, a gangster, whose wife knows nothing of his nefarious activities, is finally trapped by the police and imprisoned. The wife together with her younger sister runs an auto court when three years later, Kennedy escapes and turns up. The sister falls in love with him but to prevent this, the wife pretends that her love has awakened. But the police soon come along again and after Kennedy has killed a couple of truck drivers, he is killed by Slim Summerville.

Selling Angles: Tie up with local auto courts. Offer prizes for the best amateur shot in town. This will tie up with Summerville's boasting and shooting in the picture. Get local anti-crime agencies to support your showing.

HIT THE ROAD: Comedy Drama. Associate Producer, Ken Goldsmith. Directed by Joe May. Cast: **Gladys George, Barton MacLane, Dead End Kids, Evelyn Ankers, Charles Lang.**

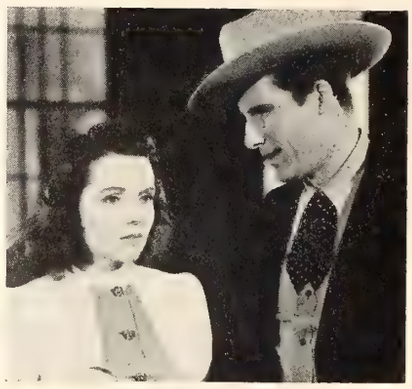


Hit the Road (Univ.)

Story: The Dead End Kids are the orphaned sons of one of MacLane's gang. They are all in reform school and eager for a life of crime. When they are released, they go to MacLane's stock farm and are amazed to find he is going straight. Unable to comprehend this they get mixed up in a crime planned by their fathers' slayer but finally realizing MacLane's ambitions they prevent the crime and all ends well.

Selling Angles: Wisecracks from the Dead End Kids should be all over the front and lobby. Any stories about men in prison for income tax violations can be tied up with the picture, so start saving them. Get statements from local crime prevention officials on what to do for boys released from reform school. This will tie up with the trade school which MacLane wants to start in the picture. The title is good for tieups with automobile dealers, gasoline stations, etc.

HURRICANE SMITH: Drama. Associate producer, Robert North. Directed by Bernard Vorhaus. Cast: **Ray Middleton, Jane Wyatt, J. Edward Bromberg, Harry Davenport.**



Hurricane Smith (Rep.)

Story: Middleton, unjustly accused of murder and the theft of $200,000, overpowers the guard who is taking him to prison and seizes the money from the real thief, who is killed trying to escape. Together with Jane Wyatt, Middleton goes to a ghost town, where he finds that with the expenditure of some money, the area could become prosperous. Eventually another of the thieves catches up with him but is killed trying to seize the money. Middleton is about to give himself up but the only person who knew the truth steps in and prevents it.

Selling Angles: Action is the thing to sell in this picture. The scene shifts rapidly and the action fan will get his fill of it. Impressing this on the public is the principal selling job. A contest on "What Would You Do" given the situation in the picture, should go far toward putting over the theme.

I, JAMES LEWIS: Period Drama. Produced and directed by Frank Lloyd. Cast: **Franchot Tone, Walter Brennan, John Carroll, Carol Bruce, Nigel Bruce, Leo G. Carroll.**

Story: In 1810, John Jacob Astor sends a ship from New York to Oregon. Commanded by Walter Brennan, the crew includes Nigel Bruce and Leo Carroll, Scotch fur traders, John Carroll, a French Canadian and Franchot Tone, who turned down a job as manager of Astor's warehouses to join the expedition. A stowaway is Carol Bruce, lured aboard by John Carroll's tales of Paris. Mutiny and storms make the trip difficult and finally adventures in Oregon with Indians are climaxed by Brennan's sacrificing himself and the ship so that Tone and Carol can be happy.

Selling Angles: With fur shows being held in August, this should be a natural for a tieup. Get displays in the windows with



I, James Lewis (Univ.)

stills and copy contrasting the difficulties of obtaining furs in 1810 with the ease of today. Have a huge wall map in the lobby with the course of the ship traced on it and appropriate catch lines at various points. Ballyhoos can consist of men attired in fur trappers' or sailors' costumes of 1810.

I WAS A PRISONER ON DEVIL'S ISLAND: Drama. Produced by Wallace MacDonald. Directed by Lew Landers. Cast: **Sally Eilers, Donald Woods, Eduardo Ciannelli, Victor Kilian.**

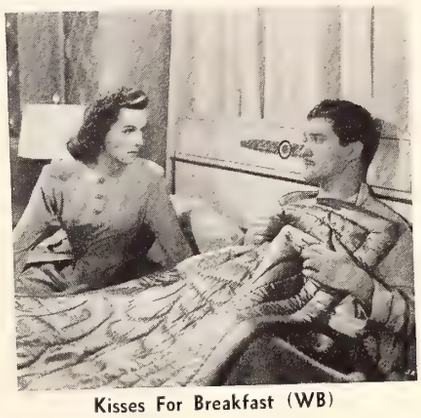


I Was a Prisoner on Devil's Island (Col.)

Story: A young American gets into trouble when he lands for a holiday at a tiny port twenty miles south of the French penal colony of Devil's Island. He falls in love with the wife of a corrupt doctor and together they clean up the terrible conditions on the island.

Selling Angles: The horror angle can predominate in this. The drug, antipyridine, figures prominently in the story. Get a display of this and other vital drugs in the lobby. Use any clippings of prisoners escaping from the island to tie up with your showing. Start looking for them now.

KISSES FOR BREAKFAST: Comedy. Associate producer, Harlan Thompson. Directed by Lew Seiler. Cast: **Dennis Morgan, Jane Wyatt, Shirley Ross, Lee Patrick, Jerome Cowan.**



Kisses For Breakfast (WB)

Story: Morgan marries Shirley Ross and shortly afterward is beaten up by a toughy inspired by a former girl friend. His wife thinks he is dead, but he is the victim of amnesia. He goes to South Carolina where he meets Jane Wyatt, his wife's cousin and marries her. They both go north to see Shirley married to Cowan. Shirley gets a psychiatrist to treat him and his memory is restored but he decides to stay married to Jane.

Selling Angles: This should be sold entirely on the comedy angle stressing the strange situation of a man attending his wife's wedding with a new bride. All sorts of good catchlines can be made up from this. The best 10-word line should be awarded a prize. Put laughmeters in the lobby, etc.

KISS THE BOYS GOODBYE: Comedy. Produced by William LeBaron. Directed by Victor Schertzinger. Cast: **Don Ameche, Mary Martin, Jerome Cowan, Oscar Levant, Barbara Jo Allen, Virginia Dale, Eddie "Rochester" Anderson.**



Kiss the Boys Goodbye (Para.)

Story: Determined to get a part as a Southern Belle in the show Don Ameche is producing, Mary Martin, a Southerner minus the accent, returns to her Georgia home, to be there when Ameche and his music-composing pal, Oscar Levant, conduct their search for the right girl. She affects an accent, getting the part by a ruse which nearly shatters her romance with Ameche.

Selling Angles: There are some excellent music tieups since Mary Martin sings some hit songs. Music store windows, hotel and night club bands, etc., are good sources for tieups. Get the songs plugged on the radio with mention of the picture. Oscar Levant, one of the experts of Information Please, has a leading role, so get announcements on the radio on Friday nights after the broadcast. The same holds true of Rochester, Jack Benny's famous valet, who has an important part. Have an audition on your stage for the best local girl who can play the part of a Southern girl, accent and all. Use the title as a teaser at railroad and bus stations. Plug the fact that the picture is adapted from a stage play.

MAJOR BARBARA: Comedy Drama: Produced and directed by Gabriel Pascal. Scenario and dialogue by George Bernard Shaw. Cast: **Wendy Hiller, Rex Harrison, Robert**

(*Continued on Next Page*)

Keep Your Public Picture-Minded This Summer

Local Tieups A Year Round MUST

Just as tieups are made on certain pictures, so can they be made on the cool comfort of your theatre. It is just as important to get cooperation on angles that will sell your theatre as the place to go during the summer as it is to arrange them on certain screen attractions. We cite, herewith, a few examples:

Promote a refreshing drink, such as orange or lemon or one of the "colas" now on the market, from a local distributor or store, and serve drinks to patrons in the lobby or foyer. Iced tea or coffee is also appropriate. Mention of the dealer's name in a trailer, on a sign near the refreshment stand, and in your ads should serve as sufficient inducement for him to tie in with you. If the quantity of drinks consumed becomes too high, limit the stunts to matinees or evenings only.

Tie up with a merchant to give you appropriate summer prizes for patrons who write the line, "The Blank Theatre is the Coolest Place in Town, and the Blank Store is the best place to shop," the greatest number of times on a penny postal card. Writing must be legible, of course.

Your local ice cream dealer should cooperate with you in giving ice cream to patrons. Much comment can be created with a display in the lobby showing how ice cream is made. Plan Ice Cream Matinees for the youngsters.

Promote refrigerators for a lobby display. At least one might be kept on hand for the storing of foodstuffs checked by women shoppers. A courtesy card on behalf of the cooperating merchant stands on top or near the refrigerator.

Don't forget the ice dealer. His competition is keen, so he'll welcome a tieup. Get him to insert a window card or any other printed card advertising your theatre in a cake of ice to be placed near the theatre on a congested street corner. He might also banner his trucks. One cake of ice with each change of program would constitute a good promotion. Stills might also be frozen in the block.

In a tieup with camera clubs, offer prizes, either of tickets or promoted merchandise, to shutter-clickers who take the snap-shots that best suggest coolness, such as a waterfall, a woodland scene, wind blowing a girl's hair, etc.

Get a sporting goods dealer to arrange an interesting display of golf, tennis and other summer sports equipment in your lobby in exchange for a display in his window. Tieup could be based on this line: "Keep happy and healthy by participating in summer sports, and when you want relaxation, the Blank Theatre is an ideal place, etc."

Through a tieup with transportation companies, patrons receive tickets good for five or ten rides. When the ticket is completely punched out, it admits the holder to your theatre either free or at a reduced rate.

Go after a number of merchants to offer one guest ticket for each dollar's worth of merchandise purchased in their stores. This offer is announced through cards displayed in all departments and through newspaper ads.

Tie up with soda fountains. One way: One letter from the name of your theatre is given to each customer buying a soda, dish of ice cream, etc. When a person has collected all the necessary letters, he exchanges them for a guest ticket. Another way: you furnish menu cards, with a list of the week's attractions and a "cool" message imprinted thereon.

Morley, Robert Newton, Emlyn Williams, Sybil Thorndike.



Major Barbara (UA)

Story: A Salvation Army worker is in love with an apparent ne'er do well. She and her sister and brother are problems to their mother and later their father, estranged for many years. He takes them on a tour of his munitions factory, for which he has been seeking an heir, who must by law be a foundling. Everything ends well when it is discovered that the Salvation Army worker's amour is a foundling.

Selling Angles: Wendy Hiller, who appeared in the only work of Shaw filmed before, "Pygmalion," should be played up. Rex Harrison, who has appeared in some successful pictures recently, such as "Night Train," is also worthy of a build-up. Advertising for the opening engagements has been concentrated on George Bernard Shaw, using "quotes" from him together with pen and ink sketches.

MAN HUNT. Drama. Associate producer, Kenneth MacGowan. Directed by Fritz Lang. Cast: **Walter Pidgeon, Joan Bennett, George Sanders, John Carradine.**



Man Hunt (20th-Fox)

Story: Walter Pidgeon, an English big game hunter, is hunting in Germany. He is arrested when Sanders, a Gestapo chief, thinks he is shooting at him. He escapes and flees to England pursued by the Gestapo. Aided in his escape by Joan Bennett, he is forced to hide out in a cave. There he is cornered by Sanders but he kills the latter. When War breaks out, he flies over Germany and, dressed as a Bavarian mountaineer, becomes a spy.

Selling Angles: Pidgeon kills Sanders with a bow and arrow and this should inspire an archery contest. Have a man dressed in some way he can be identified and offer prizes for anyone who finds him as he walks the streets of your town. Using the letters of the title, contestants can be rewarded for the greatest number of words they can make out of them.

MANPOWER: Drama. Directed by Raoul Walsh. Cast: **Edward G. Robinson, Marlene Dietrich, George Raft, Alan Hale, Frank McHugh.**

Story: Robinson and Raft are linemen for the power company. Robinson meets Marlene Dietrich when she is released from jail and falls in love with her. He marries her despite Raft's protestations. Raft stays at their home while recuperating from an accident and Marlene falls in love with him. When Robinson learns this, after Raft has returned to work, he tries to kill his erstwhile friend but in the attempt is himself killed.



Manpower (WB)

Selling Angles: Tieups with the local light and power company are indicated. The companies are glad to have any publicity on how difficult it is to keep the lines open in storms. Cash in on the recent publicity given to the Raft-Robinson real fight which took place on the set of this picture. Plaster the front with stills showing the two in belligerent attitudes. Have a display of linemen's equipment in the lobby. Use a lobby display of a blow up of Marlene Dietrich and invite all the men to put their arms around her. Arrange it so that when they do they get a mild shock.

MR. JORDAN COMES TO TOWN: Drama. Produced by Everett Riskin. Directed by Alexander Hall. Cast: **Robert Montgomery, Edward Everett Horton, Claude Rains, James Gleason, Rita Johnson.**



Mr. Jordan Comes To Town (Col.)

Story: Robert Montgomery, leading contender for the world's light-heavyweight championship, gets a glimpse of "Heaven" while crashing to earth in a plane. In Heaven, chief dispatcher Claude Rains gives him a chance to finish out his life by putting his soul into another personality. Spiritual or unreal characters are not used at any time.

Selling Angles: The odd idea of anyone being sent from Heaven to take the identity of someone who is dead, is intriguing and should be strongly publicized. Fantastic stories of long dead historical characters returned to earth would make good reading. Essay contests of this kind would sell the picture.

MOON OVER MIAMI: Technicolor Musical. Produced by Harry Joe Brown. Directed by Walter Lang. Cast: **Don Ameche, Betty Grable, Robert Cummings, Charlotte Greenwood, Jack Haley, Carole Landis, Cobina Wright, Jr., Lynne Roberts.**



Moon Over Miami (20th-Fox)

Story: Betty and Carole, sisters, go to Miami to find rich husbands. Betty poses as a millionairess and Carole as her secretary. Betty falls in love with Ameche, apparently a millionaire, and Cummings, likewise. But she quarrels with Ameche and finds he is posing, too. However, Cummings is really wealthy and he marries Carole and Betty marries Ameche.

Selling Angles: There are several hit songs in this picture, so get them played on the radio, in night clubs, road houses and hotels, with a mention of the picture and playdates. Stress the Technicolor by getting plenty of color into your front and lobby. There are some big names in the cast and they should be played up for all they are worth. Get all the tieups you can with travel agencies, Florida hotels, etc. They are anxious for publicity.

MOUNTAIN MOONLIGHT: Comedy. Associate producer, Armand Schaefer. Directed by Nick Grinde. Cast: **Weaver Brothers, Elviry, Betty Jane Rhodes, John Archer, Kane Richmond.**



Mountain Moonlight (Rep.)

Story: Abner and Elviry Weaver's home is destroyed in a cyclone and they find a note issued by the government in 1790 for $200,000. They go to Washington and press their claim. Everyone tries to get in on the millions due them (with interest) but Abner fixes that by having a story circulated that the note is fake. Their fair-weather friends leave them and everything turns out all right with Abner showing his patriotism by only accepting the $200,000 without interest.

Selling Angles: The radio following these hill-billy stars built up has followed them in their several films. Capitalize on this for all you can. A contest to see who can produce the oldest document would add interest. Get your local Senator or Congressman to appear at the opening and tell how he represents your community in Washington.

(*Continued on Page 26*)



ANGELS WITH BROKEN WINGS



with

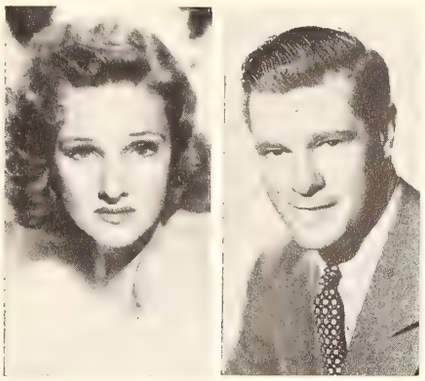
BINNIE BARNES • GILBERT ROLAND
MARY LEE
BILLY GILBERT • JANE FRAZEE • EDWARD NORRIS
KATHARINE ALEXANDER • LEO GORCEY
LOIS RANSON • LENI LYNN • MARILYN HARE

BERNARD VORHAUS—*Director*

Screen Play by George Carleton Brown and Bradford Ropes
Original story by George Carleton Brown

A REPUBLIC PICTURE

MYSTERY SHIP: Drama. Produced by Jack Fier. Directed by Lew Landers. Cast: **Paul Kelly, Lola Lane, Larry Parks, Roger Imhof, Trevor Bardette, Cy Kendall, Dick Curtis.**



Mystery Ship (Col.)

Story: Kelly, a G-Man, postpones his wedding to Lola Lane to take a special assignment. He is in charge of a shipload of convicts being deported and sailing under sealed orders. Lola conceals herself aboard ship. At sea, the convicts mutiny and force Lola to do their bidding. But American destroyers meet them and Lola goes home while the G-Man continues his trip.

Selling Angles: Clip out all the stories about deported aliens and post them on a board in the lobby. G-Man stories always interest the kids, so go after them on this one. The radio "hams" will be interested in how a set is worked on the ship so write each of them individual letters. Get one or two of them to broadcast your message in code.

NEW WINE. Musical Drama. Produced by Dr. William Sekely. Directed by Reinhold Schunzel. Cast: **Ilona Massey, Alan Curtis, Albert Basserman, Binnie Barnes, Billy Gilbert.**



New Wine (UA)

Story: Franz Schubert's faith in himself and his music is reawakened by a beautiful girl. She comes into his life, falls deeply in love with him and then sacrifices her happiness so that his music might live forever.

Selling Angles: Devotees of classical music will be intensely interested. Any selling effort should take cognizance of this interest. The period styles might provide some fashion tieups. Probably there will be some tieups with California wines which can be exploited.

THE OFFICER AND THE LADY: Drama. Directed by Sam White. Cast: **Rochelle Hudson, Roger Pryor, Tom Kennedy, Bruce Bennett, Oscar O'Shea, Sidney Blackmer.**

Story: Rochelle Hudson has to decide between two suitors. One is a radio cop and



The Officer and the Lady (Col.)

the other the unknown leader of a gang of crooks. Fate decides for her when the nefarious deeds of the crook are uncovered by the cop.

Selling Angles: The usual type of cops and robbers exploitation goes well with this. Since the crook is identified by a button, give out colored buttons of various kinds with all but a few of one color. Those having the odd color will be admitted free. The same idea can be done with playing cards.

OH, CHARLIE: Comedy. Associate producer, Burt Kelly. Directed by Arthur Lubin. Cast: **Abbott and Costello, Andrews Sisters,**



Oh Charlie (Univ.)

Ted Lewis and his show, Mischa Auer, Richard Carlson, Joan Davis, Evelyn Ankers, Shemp Howard.

Story: Abbott and Costello, fresh from their military adventures with the Andrews Sisters and others are back again with the famous sisters, this time with gangsters as their nemesis. Romance flourishes as usual, there are musical numbers and the usual quota of comedy.

Selling Angles: Abbott and Costello are the principal names to sell based on their success in their last two pictures, "Buck Privates" and "In the Navy." There's a lot of the so-called "horror" background but it's all in a comedy vein, so turn out the lights when you show the trailer. Print up some fake money as heralds. Use some of the night club stills to tie up with local restaurants and road houses.

ONE NIGHT IN LISBON: Drama. Produced and directed by Edward H. Griffith. Cast: **Madeleine Carroll, Fred MacMurray, Billie Burke, John Loder, Dame May Whitty, Patricia Morison, Akim Tamiroff.**

Story: Falling in love with Madeleine Carroll in an air-raid shelter during a London bombardment, MacMurray, aviator, courts her in an unconventional way. When she is asked to deliver an important letter to the British embassy in Lisbon, he flies her across, with German spies hot in pursuit. He prevents the spies from harming her, gets her to say "Yes" after her mission has been carried out.

Selling Angles: This is an excellent picture for cryptogram puzzles, as they tie in directly with the subject matter. Blow up a



One Night in Lisbon (Para.)

page of a hotel register in the lobby describing the various characters. There's a swell chance for a tieup with the newspaper, using the line "For latest, authentic news of Lisbon read the Gazette," for the paper and for your own plug, bunching all the news from Lisbon under one head reading, "Last Night in Lisbon." Three pictures have co-starred Fred MacMurray and Madeleine Carroll and this leaves the way open for a contest asking for the titles of the others and also teaser ads showing scenes from them with the line, "Wait 'Til You See 'Em in 'One Night in Lisbon'."

OUR WIFE: Comedy. Produced and directed by John M. Stahl. Cast: **Melvyn Douglas, Ruth Hussey, Ellen Drew, John Hubbard, Charles Coburn.**



Our Wife (Col.)

Story: Ruth, a scientist, cares nothing for men. So when Douglas, very drunk, is poured into her cabin aboard ship, she at first takes no interest. Later, she falls in love with him but back in the states, his wife, who was going to divorce him changes her mind. A battle between the two women ensues with each using all the tricks of the trade.

Selling Angles: The title is good for plenty of selling. Offer free admission to any woman who shows up with two husbands. It's good for plenty of publicity. List a few of the tricks used by the women in the picture and offer prizes for the best additional suggestions on how to hold a man. Tie up with steamship lines to and from California and New York as much action takes place aboard one of these ships.

OUT OF THE FOG: Drama. Associate producer, Henry Blanke. Directed by Anatole Litvak. Cast: **Ida Lupino, John Garfield, Thomas Mitchell, Eddie Albert, John Qualen, Aline MacMahon.**

Story: Garfield, a racketeer, extorts money from Mitchell and Qualen, who own a small



Out of the Fog (WB)

fishing boat. Mitchell's daughter, Ida Lupino, not knowing of his connections, falls in love with Garfield. The latter, attempting to extort still more money, falls overboard from Mitchell's boat and is drowned. The police find no evidence linking the old men with any crime and Ida marries her old boy friend, Albert.

Selling Angles: Any community with boats around it will be interested in this story, so plug it heavily among the boat owners with letters, placards in boat houses, etc. Sell it also on the racketeer angle. You might be able to get some tieups with restaurants specializing in sea foods, since one of them figures in the story.

PARSON OF PANAMINT: Period Drama. Produced by Harry Sherman. Directed by William McGann. Cast: **Charlie Ruggles, Ellen Drew, Phil Terry, Joseph Schildkraut.**



Parson of Panamint (Para.)

Story: Ruggles, Mayor of Panamint, a town dependent on a gold mine, persuades Terry to come to town as the parson. He is hated by the wealthier element. When he tries to protect the girl he loves from a scoundrel, the latter is accidentally killed and a mob starts to hang him. Just as the noose is being tightened, water breaks through the walls of the mine, proving that he was right in seeking better conditions.

Selling Angles: Every minister should be notified of this picture and if possible invited to a preview so that he can spread the good word to his congregation. A display of miniature "gold bricks" in the windows of a bank would be a good tieup. Essay contests on "What to Expect of a Minister" would be appropriate. It's a story of the 1870's and 80's so try to get a collection of costumes of that period.

PASSAGE FROM HONGKONG: Drama. Directed by D. Ross Lederman. Cast: **Lucile Fairbanks, Keith Douglas, Paul Cavanaugh, Richard Ainley.**



Passage From Hongkong (WB)

Story: Douglas and Lucile Fairbanks are a couple of Americans caught in the tumult when war hits Hongkong. Trying to impress Lucile, Douglas recounts an Oriental adventure, ending with a maze of fantastic happenings involving the two in a couple of murders and ultimately the police.

Selling Angles: A clever classified ad figures in the picture. Offer a prize for the best classified ads seeking a date. Run some teaser ads in your newspaper's classified section tieing up with the promotion managers. The story is adapted from a novel by Earl Derr Biggers, which should make for good window displays in book stores. Plug the Oriental angle with ballyhoos, etc. Give out "good luck" Chinese coins which can be obtained from novelty stores.

PUDDIN' HEAD: Comedy. Associate producer, Albert J. Cohen. Directed by Joseph Santley. Cast: **Judy Canova, Francis Lederer, Raymond Walburn, Slim Summerville, Eddie Foy, Jr., Astrid Allwyn, Alma Kruger, Hugh O'Connell, Chick Chandler.**

Story: A big broadcasting chain finds one foot of the ground on which its big building stands is owned by Judy Canova. Sent to try to persuade her to sell, several people fail. Instead she brings her chickens, cows and pigs and settles on it. Lederer, an impoverished Russian nobleman, then tricks her into thinking she is a radio star hoping to get her into debt, but accidentally her voice goes out on the air waves and she is a hit so she makes Lederer her manager.

Selling Angles: Judy Canova made a tremendous hit with her two previous pictures



Puddin' Head (Rep.)

and this one should be sold largely on the strength of her name. Plenty of radio selling is indicated by the subject matter. Amateurs can be given tryouts on the stage. Get any local Russian noblemen to appear in person. Make a search for the most valuable piece of land in your community to tie up with the use of a downtown lot in the picture, as a cow pasture. A lobby stunt with a bunch of microphones, only one of which is connected can be used for laughs with prizes for the correct guessers as to the one "live" one.

THE RELUCTANT DRAGON: Cartoon Comedy. Produced by Walt Disney. Directed by Alfred L. Werker. Cast: **Robert Benchley, Frances Gifford, Nana Bryant, Barnett Parker, Claud Allister.**



The Reluctant Dragon (RKO)

Story: Urged by his wife to try to persuade Walt Disney to produce Kenneth Grahame's story, "The Reluctant Dragon," Robert Benchley visits the studio, blunders into the sound effects stage, finds himself present for a recording session, wanders into an art class, visits the camera department, finally meets Walt in the projection room, only to learn that the producer is screening his latest cartoon, "The Reluctant Dragon." Later, on his way home, Benchley's spouse scolds

(Continued on Next Page)

Beat the Heat With All-Out Showmanship

Fashion Show Ideas That Work

A fashion show is known to be one of the most potent of box office stimulants. In planning one for your theatre, keep these suggestions in mind:

Line up your merchants, those who will feature dresses, those who will feature beachwear, etc. Get a beauty shop to contribute the hair-dos of models.

Plan to have a small orchestra for the occasion, as well as a few acts of local talent to use as "breaks" between modeling of different fashions.

Decorate the stage with summer furniture, palms and flowers donated by a furniture dealer and florist, respectively.

Construct a runway leading from the center of the stage out over the orchestra pit into the auditorium for about five or six rows.

Be sure that spotlights are arranged so that models will be "covered" from the time they enter until they leave.

As in all other promotions, the newspaper is your best bet for publicity. "Feed it" all the material you can.

Cooperating merchants should feature window displays.

Run a trailer listing the names of merchants and models. Models should be selected from well known families, sororities, etc.

Heralds should be distributed at your theatre and at the cooperating stores.

Use a sound truck to ballyhoo the show.

On day of the event, or evening before, the newspaper should carry a front-page story, while inside should appear a single- or double-truck layout featuring merchant ads, details of the show, list of models, etc.

An optional stunt, in connection with the style show, would be to give away donated merchandise as attendance prizes.

him for not having thought of the idea sooner.

Selling Angles: Walt Disney's first picture combining cartoon characters with actors, offers opportunity to sell this angle strongly. The Benchley name should be good for some draw as he has become well known for his short subjects. With "Fantasia" being played all around the country, there is ample opportunity to cash in on the Disney name, too.

RICHEST MAN IN TOWN: Drama. Produced by Jack Fier. Directed by Charles Barton. Cast: **Frank Craven, Edgar Buchanan, Eileen O'Hearn, Roger Pryor.**



Richest Man in Town (Col.)

Story: The hostility between two life-long friends, who have been helping each other on the q.t. in time of stress, ends when one dies and the other prints an obituary that comes from the heart.

Selling Angles: There's a "Little theatre" in the story of this so it should be easy to tie up with similar groups in your town. Small town theatres and even the big city ones which have country patronage can make some swell tieups with their weekly newspapers. A contest for the finest obituary of the town's leading citizens will tie up nicely with the picture, too.

SAN ANTONIO ROSE: Comedy With Music. Associate producer, Ken Goldsmith. Directed by Charles Lamont. Cast: **Robert Paige, Jane Frazee, the Merry Macs, Eve Arden, Shemp Howard, Lon Chaney, Jr.**

Story: Chaney, Jr. and Howard are racketeers, trying to prevent a road house across the street, from operating. They chase all the customers and help out, but Jane Frazee and Eve Arden, entertainers remain. Along come Paige and the Merry Macs, also entertainers, and since there is no job they decide to open the place themselves. The racketeers again try to prevent operations but are pressed into service as waiters. They try



San Antonio Rose (Univ.)

sabotage but the customers think it is a new kind of entertainment and the place becomes a howling success.

Selling Angles: The Merry Macs are well known on the radio and their presence in the cast should be exploited via that medium. The musical numbers in the picture can also be sold on the radio and through music stores, bands, etc. Run a contest for the best ideas on how to put over a night club.

SHEPHERD OF THE HILLS: Drama in Technicolor. Produced by Jack Moss. Directed by Henry Hathaway. Based on the novel by Harold Bell Wright. Cast: **John Wayne, Betty Field, Beulah Bondi, Harry Carey, James Barton, Samuel S. Hinds, Marjorie Main.**



Shepherd of the Hills (Para.)

Story: John Wayne, a young mountaineer who makes his money selling moonshine, is in love with Betty Field. Harry Carey, who makes his home with Betty and her father, tries to make the region a better place to live in. He takes Wayne's step-brother, a half wit, in hand and teaches him many things. In spite of the fact that Wayne's step-mother, Beulah Bondi, has convinced him that he should kill his unknown father when he finds him, his discovery that Carey is the man doesn't break up their close friendship. Wayne and Betty marry.

Selling Angles: The Technicolor angle should be played up as outdoor pictures of this type lend themselves to such treatment. Use plenty of color in lobby display and front. Get book store tieups on the novel by Harold Bell Wright. Harry Carey, one of the leading players, is well known to many old-timers, so be sure to play up his name.

SHINING VICTORY: Drama. Directed by Irving Rapper. Cast: **James Stephenson, Geraldine Fitzgerald, Donald Crisp, Barbara O'Neil.**



Shining Victory (WB)

Story: Embittered because his superior took credit for his work, Stephenson, a doctor, takes a job in a Scottish sanitarium, seeking to cure mental patients by use of a drug. He is assisted by Geraldine Fitzgerald, to whom he is cruel and callous at first. But finally he proposes to her. She saves his notes when a neurotic woman sets fire to his laboratory but dies in the fire and he goes to China to pursue her work.

Selling Angles: This can best be sold through doctors and nurses with personal letters, notices on hospital bulletin boards, etc. Essay contests on several questions are indicated. You can ask the local Chinese Relief Society to sponsor the opening. Missionary societies will be pleased at the number of fine things said about them, so circularize them, too.

SWEETHEART OF THE CAMPUS: Musical. Produced by Jack Fier. Directed by Edward Dmytryk. Cast: **Ruby Keeler, Ozzie Nelson, Harriet Hilliard.**

Story: Prohibited from opening a College

(*Continued on Page 30*)

Keep Your Public Picture-Minded This Summer

Cool Lighting and Decoration

All other efforts you make toward impressing the public that your theatre is the "coolest spot in town" will be fruitless if you permit the usual winter lighting and decoration to remain. Here are some of the things you can do to make your theatre an inviting retreat for heat-oppressed patrons:

If the facade is now painted in deep warm colors, have it done over again in perhaps a green and blue combination, or green and yellow or blue and yellow. No other colors or combination of colors reflect coolness so effectively.

Promote ferns from a florist, place them in wire baskets available for this purpose and suspend them from the marquee. Many theatres feature flower boxes around the top of the marquee from which plants and vines grow out over the edge.

Wherever red, amber or other warm-colored lights are used, whether inside or outside, replace them with greens or yellows. Blues, if not too deep, are also good.

Side wall lights can be made decorative by placing a small section of lattice in front of each, with artificial flowers strung through the lattice. In lieu of this, suspend flower pots from each light.

An archway of lattice-work and flowers can be placed at the heads of principal aisles. Depending on the general decorative features of your theatre, lattices can be used to advantage in the lobby, in the lounge, perhaps as part of the facade, or on either side of the screen. In the latter case, soft green or blue indirect lighting can be used for a silhouette effect. Don't make it too conspicuous, however, for it will distract the patron's attention from the screen.

In theatres where orchestra pits prevail, it is customary during the summer to "stretch" a layer of cloth from the footlights to the orchestra rail. Since this covering is at an angle, with the light from the screen reflecting on it, it should be transformed into "a bed of roses." A couple of baby spots underneath, covered with blue or green gelatine, and directed upward against the cloth (which in this instance should be white) would create an attractive decoration.

Fountains, whether for drinking purposes or for decorative effect, can be transformed into atmospheric items that will help sell "cooling."



Written by DAMON RUNYON whose "Tight Shoes" follows a grand list of box-office pictures, which includes "Little Miss Marker", "A Slight Case of Murder" and "Lady for a Day"

If YOU'RE DATING FOR PROFITS DAMON RUNYON SENDS YOU JUST THE MUG YOU'RE LOOKING FOR!

Damon Runyon introduces "*Speedy*", a pedigreed man down to his fingerprints (on police file anywhere), as gentle a Broadway mug as ever made his racket customers behave—and the dice misbehave.

MR. EXHIBITOR! ***Today's business is being done by action-comedies . . . People want to laugh at slam-bang fun!*** **. . . "TIGHT SHOES" is *just* that!**

DATE NOW
FOR IMMEDIATE BOOKING!

Prints in your Universal Exchange!

UNIVERSAL PICTURES presents

Damon Runyon's

Tight Shoes

with

JOHN HOWARD
BROD CRAWFORD
BINNIE BARNES
LEO CARRILLO
ANNE GWYNNE
SAMUEL S. HINDS
SHEMP HOWARD

Screenplay by Leonard Spigelgass and Art Arthur
Based on an Original Story by Damon Runyon
Directed by Albert S. Rogell

A MAYFAIR PRODUCTION

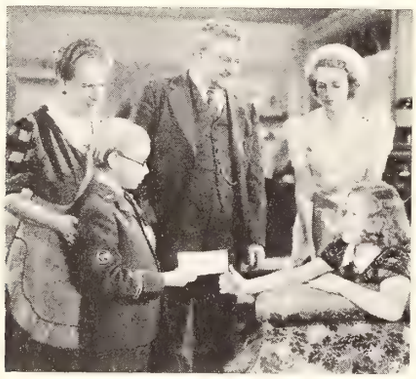


Sweetheart of the Campus (Col.)

Club night spot within five miles of a college campus, a famous band leader solves the problem by getting permission to play on the campus, thus putting over the band and building up a long list of enrolled students.

Selling Angles: Attire the staff as cheer leaders with the title printed on a ribbon fastened on to their white sweaters. It's a good opportunity to have local school bands play on the stage. Perhaps you can arrange a contest between local bands. There are some hit songs which can be exploited through music stores.

THEY MEET AGAIN: Drama. Produced by William Stephens. Directed by Erle C. Kenton. Cast: **Jean Hersholt, Dorothy Lovett, Maude Eburne, Anne Bennett, Robert Baldwin, Neil Hamilton, Barton Yarborough.**

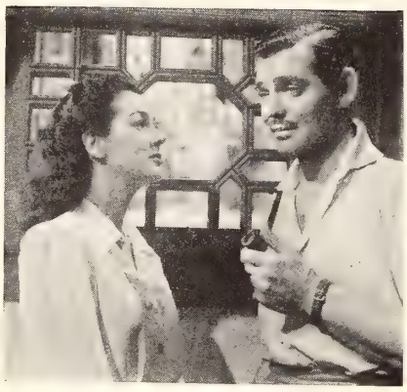


They Meet Again (RKO)

Story: Dr. Christian (Jean Hersholt) starts out to clear the name of a man unjustly accused of a crime. When he accomplishes this, he heals the broken heart of a child soprano, whose happiness at getting her father back makes her win a singing contest.

Selling Angles: Tie up your showing with the Dr. Christian program on the radio. There's a good Western Union tieup. A contest for the best child singer would also be appropriate. Run a contest for the best saying which would be along the lines of what Dr. Christian might say. The title also offers some tie-up opportunities.

THEY MET IN BOMBAY: Produced by Hunt Stromberg. Directed by Clarence Brown. Cast: **Clark Gable, Rosalind Russell, Peter Lorre, Jessie Ralph, Eduardo Ciannelli.**



They Met in Bombay (MGM)

Story: Gable, a cashiered British Army officer, and Rosalind Russell, a phony countess meet in Bombay. Each is trying to steal the same large diamond. Gable succeeds and they meet on a tramp steamer. There they find a young Army officer who is fatally wounded by thugs. They find he was on a secret mission. So Gable puts on the uniform accomplishes the mission and then leads everyone to believe that it was the officer who did it.

Selling Angles: An Oriental lobby is just the thing for this picture. Have a couple of your attendants in British uniforms. Tieup with jewelers on the big diamond. Have a couple cruise the downtown areas of your community and offer a prize to anyone who sees them meet and identifies them.

THREE SONS O' GUNS: Comedy. Directed by Ben Stoloff. Associate producer, William Jacobs. Original screenplay by Fred Niblo, Jr. Cast: **Wayne Morris, Marjorie Rambeau, Irene Rich, Tom Brown, William T. Orr.**



Three Sons O' Guns (WB)

Story: Irene's three sons, Morris, Brown and Orr are ne'er-do-wells. Morris is fired from one job because of his continual trumpet playing; Brown tries to make a heavyweight fighter out of a process server; Orr is continually at liberty from his profession of actor. Finally the government summons them all for the draft and each makes frantic efforts to get out of it to no avail. They wind up in the Army and Irene marries an old flame.

Selling Angles: Make a play for local draftees, passing out heralds in the form of "induction notices." The title is good for merchant tieups on the angle of "Three Sons O' Guns of Bargains" etc. Run a contest for the best bugler in town. There are some national tieups available, particularly on Irene Rich and Welch's grape juice, which should be exploited to the limit.

TIGHT SHOES: Comedy. Produced by Jules Levey. Directed by Albert Rogell. Based on a story by Damon Runyon. Cast: **John Howard, Broderick Crawford, Binnie Barnes, Leo Carillo, Anne Gwynne.**

Story: Crawford, a racketeer, who is engaged to Binnie Barnes, buys a pair of shoes in Carrillo's store from John Howard, a clerk. Crawford has forced Carrillo to run a crap game in his place and although Howard wants to sell him the right size, Crawford takes shoes two sizes too tight. When he is ordered to bet on the races and bets Binnie's money, too, and loses, she gives him the air. Then he goes after Howard, whom he has had fired, but the latter becomes reform candidate for Mayor. When he wins, Crawford is fired and Binnie falls in love with Howard. But the latter's girl won't stand for that and when Howard and Binnie are

(*Continued on Page 32*)

Beat the Heat With All-Out Showmanship

Bathing Beauty Revue

Local, state and national beauty contests are held in various sections of the country every year. As a means of boosting business, winning goodwill, sponsor such an event in your town, using these ideas:

Line up the newspaper as co-sponsor, thus assuring valuable publicity.

Tie up with merchants for prizes.

Publicity stories should start well in advance, and continue until the contest is completed. List additional prizes, feature photos of entrants, etc.

Arrange for spot announcements over the local broadcasting station.

Be sure cooperating merchants devote windows to displays of prizes and photographs of entrants.

Make up heralds containing rules for entering the contest. Distribute them to girls in stores, office buildings, business schools, factories, etc.

Upon selection of finalists, get merchants to tie in on cooperative ads featuring prizes and photos.

Use a truck conveying the bathing beauties as a street ballyhoo.

Announce to candid camera enthusiasts that prizes will be offered for best photos of the girls. To give fans with slow-lens cameras an equal break, have the girls appear at the city hall on a sunny afternoon to be "reviewed" by the Mayor, at which time the shutter-bugs click away.

Display window cards and posters around town and in surrounding communities.

A local photographer should be induced to take pictures of entrant gratis. He might offer enlargements as prizes.

Display list of prizes, photos of entrants and details of contest prominently in the lobby.

Get a civic club to tender the winning beauty and her maid of honor (runner-up) a banquet. This could be made a city-wide affair by having all clubs send representatives.

Elimination contests take place on your stage. If, say, 40 girls enter, ten lose out at first judging, ten the next, and so on. In the finals, only ten girls remain one of whom becomes Miss (name of your city) of 1941.

Arrange for the winner to be feted at banquets and parties. Have a photographer "snapping" her as she visits cooperating stores to be fitted for costumes or to inspect prizes she has won.

Should you send her to a state or national contest, plan a rousing send-off at the station, with city officials, a band and photographers present.

PROVEN BOX-OFFICE CHAMPS

FROM KEY WEST to SEATTLE and EL PASO to BOSTON

THE BAT WHISPERS—CHESTER MORRIS—UNA MERKLE
STREET SCENE—KING VIDOR PRODUCTION
HELL'S CROSS ROADS—KING VIDOR PRODUCTION
THE LAST MILE—PRESTON FOSTER—DRAMATIC THUNDERBOLT
RAIN—JOAN CRAWFORD—W. HUSTON—GUY KIBBEE

SCARFACE—MUNI-RAFT

SKY DEVILS—SPENCER TRACY

HELL'S ANGELS

THE BEST ONLY IN STREAMLINED RE-ISSUES.

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130 W. 46TH ST. NEW YORK

R. M. SAVINI, PRES.

4 NEW BIG RE-ISSUES

EXCHANGES EVERYWHERE



Tight Shoes (Univ.)

about to be married, she arrives with Crawford and all ends well.

Selling Angles: There are all kinds of tricks you can play with the title. Tie up with druggists for foot powders, etc., with shoe stores and department stores. Don't forget that Damon Runyon wrote the story and run all your newspaper publicity in the Runyon lingo, which you can pick up from any Damon Runyon story. Tie up with papers carrying the Runyon column. A ballyhoo of three of the loudest dressed men you can find with the proper signs on them will attract attention.

TILLIE THE TOILER: Comedy. Produced by Robert Sparks. Directed by Sidney Salkow. Cast: **Kay Harris, William Tracy, Daphne Pollard, George Watts.**

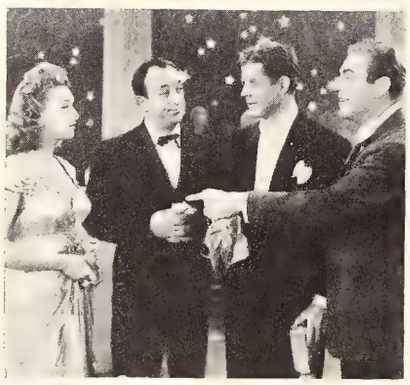


Tillie the Toiler (Col.)

Story: An adaptation of the newspaper comic strip, the picture has all of the strip's characters. But poor old Mac wins out in this one, something he never does in the newspapers. The slick haired office manager tries to put it over on him but accidentally, Tillie's blunders set everything aright.

Selling Angles: Tieups with newspapers running the comic strip are a cinch. Selling should be directed to every stenographer in town with messages in short-hand, special blotters sent to them, etc. Office managers, heads of businesses, salesmen, etc., should be invited to see their counterparts in the movies. Have a different kind of advertising addressed to each category with the picture of the movie character on it. There is a chance for some good fashion tieups because there is a big style show in the picture.

TIME OUT FOR RHYTHM: Musical. Produced by Irving Starr. Directed by Sidney Salkow. Cast: **Ann Miller, Rudy Vallee, Rosemary Lane, Allen Jenkins, the Three Stooges, Brenda and Cobina, Six Hits and a Miss.**

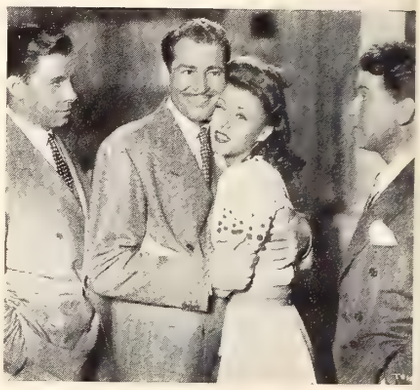


Time Out for Rhythm (Col.)

Story: The partners in a booking agency quarrel over an overly-ambitious girl and dissolve their partnership. Neither can succeed alone but a way is found to dispose of her via a Hollywood talent scout. The two partners then renew their association.

Selling Angles: There are plenty of well known specialty acts, all of whom can be billed. Included are Eddie Durant's Rhumba Orchestra, Glen Gray and his band and those named above. Vallee is on the radio every Thursday and it should be easy to get spot announcements to follow his program. Some of the other performers also appear on the radio and the same holds true. Tie up with music stores on the songs.

TOM, DICK AND HARRY: Comedy. Produced by Robert Sisk. Directed by Garson Kanin. Story and screenplay by Paul Jarrico. Cast: **Ginger Rogers, George Murphy, Alan Marshal, Burgess Meredith.**



Tom, Dick and Harry (RKO)

Story: A telephone operator becomes engaged to three men in as many different social strata at the same time. She finds herself in a spot, but finally works out the problem to the satisfaction of everyone, including the two rejected suitors.

Selling Angles: The problem faced by Ginger offers some interesting problems. Essay contests on what she should do would certainly help sell the picture and create plenty of interest. With each man she dreams of four little boys all looking like the father. This suggests a father-son contest to interest the men. All three men have their good points, which suggests a contest on the "ideal" man, who is something of a cross between all of them. Ginger is a telephone operator, so all the local operators should be asked to come via special letters. This refers to those in offices, too. The telephone should be used to sell the picture, too.

TWO IN A TAXI: Drama. Produced by Irving Briskin. Directed by Robert Florey. Cast: **Anita Louise, Russell Hayden, Noah Beery, Jr., Dick Purcell, Chick Chandler.**

Story: Hayden, a taxi driver, is anxious to succeed so he can marry Anita. He finds an opportunity to buy a gas station but doesn't have enough money. He works desperately to earn it and finally almost takes a chance in driving a crook's car. But instead his car is commandeered by police and

(*Continued on Page* 34)

Keep Your Public Picture-Minded This Summer

Institutional Contacts

The importance of goodwill can never be overestimated. It works to the theatre's advantage in all seasons, but during the warm summer months it is especially beneficial. Institutional contacts, if properly worked out, assure this goodwill and, of course, new and continued patronage:

Invite orphans to a matinee at regular intervals or once or twice a month. See that they are transported to and from the theatre. (Here's the chance for a tieup with a bus line or auto dealer. Sign on the bus: "We're on our way to the cool and comfortable Blank to see, etc." If an auto, sign could read: "We're riding in style in a so-and-so to the cool Blank, etc.") Be sure your goodwill gesture nets you a newspaper publicity story.

Invite church groups, sororities, women's clubs to hold their meetings in the lounge, provided it is so situated that the meetings can be conducted without interfering with the audience's enjoyment of the picture. Have bridge tables available for bridge clubs. Special matinee rates might be made to groups planning theatre parties.

Persuade art groups to exhibit their paintings, sculptures, tapestries, etc., on exhibition in the lounge. Invite the public to see these examples of local talent "in the cool comfort of the Blank lounge."

A Chicago manager wins the thanks and appreciation of the people of his neighborhood because he maintains a "standing invitation to them on summer afternoons to "rest and relax in the lobby." If they buy tickets to see the show, all well and good; but even if they don't, the invitation still stands, and many take advantage of it.

Sponsor a golf or tennis tournament, or if one is already planned, see that your theatre donates a trophy.

Arrange theatre parties for the newspaper carrier boys at certain times during the summer.

If churches or any other institutions plan large gatherings but have either meagre or no facilities at all to assure the comfort of those attending, offer the use of your theatre on any morning. Watch out for conventions, civic meetings, etc. The city council, for instance, would find it much more comfortable to set their meetings for a morning hour in your theatre than to have an evening session in a hot, sultry room. Inability of members to get away from other duties during the morning might put a damper on this, but the offer is still good for publicity.

Displays of prize vegetables or flowers grown by members of garden or flower clubs could be set up in the lobby.

Arrange stunt with newspapers whereby transportation company brings kids from poor section of town to theatre. It's good for a special story and art showing the kids at the theatre, playing in the spray of the cooling plant, etc.

Monogram MARCHES ON

FEATURES 56 WESTERNS

1941 1942

"NAVY BOUND"

Talbert Josselyn's story published in COLLIER'S MAGAZINE

★

"UNDER NORTHERN LIGHTS"

Featuring the immortal melodies..."At Dawning" and "From the Land of the Sky Blue Water"...*by Charles Wakefield Cadman*

★

4 "EAST SIDE KIDS" COMEDY-DRAMAS

Leo Gorcey, Huntz Hall and Bobby Jordan...in a series of box office champions...each featuring an adult star.

In preparation:

"GHOSTS of the NIGHT" *starring* **BELA LUGOSI**

★

★

"AUNT EMMA PAINTS THE TOWN"
"THE SPY"
"NIGHT OF HORROR"
"HOUSE OF HATE"
"YOU CAN'T BEAT THE LAW"
"TOP SERGEANT MULLIGAN"
"DOWN MEMORY LANE"
"HERE COME THE MARINES"
"TRAIL OF THE WOLF"
"SWEETHEART OF THE CAMPUS"
"LOST LEGION"
"SWEET SIXTEEN"
"LAW OF THE JUNGLE"

MONOGRAM PC PICTURES

★

"SUNSHINE SAL"
"ISLE OF LOST MEN"
"MAN FROM HEADQUARTERS"
"MURDER BY APPOINTMENT"
"FALSE COLORS"
"HILL-BILLY WILLIE"
"LIL LOUISIANA LADY"
"GOD'S COUNTRY AND THE LAW"
"FLAME FIGHTERS"
"MAN WITH MANY FACES"
"CAROLINA SWINGTIME"
"CITY LIMITS"
"RIOT SQUAD"

★

8 *ROUGH RIDERS* *with* **BUCK JONES**

8 *RANGE BUSTERS* *with* CRASH **CORRIGAN** · DUSTY **KING** · ALIBI **TERHUNE**

JOHN WAYNE in **8** Reissued **ACTION WESTERNS**



Two in a Taxi (Col.)

he wins a reward, the gas station and the girl.

Selling Angles: This one is a cinch to tie up with the taxi drivers of your city. Also gasoline stations should be willing to tie up. Run contests on how to earn $100 in a hurry. It's a good Boy Scout picture because of this angle and the moral and you can contact Scoutmasters to get the boys in.

UNDERGROUND: Drama. Associate producer, William Jacobs. Directed by Vincent Sherman. Cast: **Jeffrey Lynn, Philip Dorn, Karen Verne, Mona Maris.**



Underground (WB)

Story: Lynn, a Nazi soldier, comes home from Dunkerque minus an arm. He is amazed to find his brother, Philip Dorn, is part of the underground movement. Falling in love with Karen Verne, he courts her but soon learns that she too is in the movement. Because of his wound, he is allowed to be a spy for the Gestapo and while he shields Karen, his brother is captured. Then he also joins the movement and as his brother dies, he hears Lynn's voice on the secret radio. Sequences have been added about the flight of Rudolf Hess and the battle of the Bismarck.

Selling Angles: Today's headlines should be clipped for future use especially in connection with this picture. While they are still available get you paper's files on the Hess flight and the sinking of the Bismarck. Play up the Gestapo angle for a certain element of the population likes these anti-Nazi stories. Tie up with radio "hams" and have one of them set up a direction finder in the lobby.

A VERY YOUNG LADY: Comedy Drama. Associate producer, Robert T. Kane. Directed by Harold Schuster. Cast: **Jane Withers, Nancy Kelly, John Sutton, William Edmonds, Janet Beecher, June Carlson.**

Story: John Sutton, principal and Nancy Kelly, teacher, in an exclusive girls' school, plot to encourage Jane Withers to forget some of her tomboy antics. The youngster misunderstands Sutton's gift of a corsage to wear at a school dance. Jane goes through all the throes of violent puppy love, but snaps out of it through interest in Clayton, student at a nearby boys' school. Her first kiss from him and the chance to operate his motorcycle kills the puppy love.

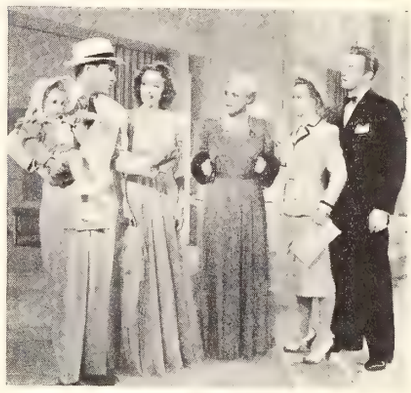
Selling Angles: Style shows for school girls would be particularly appropriate. Make tieups on the fashion angle as in this picture Jane wears her first party dress. Run a contest



A Very Young Lady (20th-Fox)

on "How Jane Should Dress for Her First Party." Get *Life* for Feb. 17 in which Director Schuster credits the magazine with an idea for this picture. Blow up the item for lobby display. Plenty of tieups can be made on the title with stores plugging merchandise and gifts for "A Very Young Lady."

WEST POINT WIDOW: Comedy-Drama. Produced by Sol C. Siegel. Directed by Robert Siodmak. **Cast: Anne Shirley, Richard Carlson, Richard Denning, Frances Gifford, Janet Beecher.**



West Point Widow (Para.)

Story: Anne, a nurse in a hospital, refuses the attentions of Carlson. Then it is learned that she is secretly married to Denning, a West Point cadet, who is not permitted to be married. When others find out her secret, Carlson "admits" being the father of her child and wants to marry, thinking Denning has forgotten her. On his graduation, he does forget and though she tries to force his mother to support their child, Carlson persuades her to marry him.

Selling Angles: Keep the pictures of the West Point graduation to be published soon and post them in the lobby surrounded with catchlines. Doctors and nurses should be circularized and notices should be posted on hospital bulletin boards. Because of the "secrets" angle, get an Inquiring Reporter or a radio interviewer to ask people what was the hardest secret they were ever called upon to keep. There are some good teaser campaigns available, as for instance, classified ads of a "West Point Widow" seeking a date, heralds printed in the shape of tickets to a football game (several games figure in the picture), etc.

Realism Marks Double Horrow-Show Prologue

A blood-curdling prologue to sell the two horror pictures "The Mad Doctor," and "The Monster and the Girl," was devised recently by Assistant Manager Peter Donatoni of the Granada Theatre, Wilmington, Cal., a week in advance of the show.

With the cooperation of an usher and Betty Lou Smith, relief cashier, Donantoni induced the former to don a "monster's" costume. During a peak performance, "The Monster and the Girl," came to life in the theatre. Miss Smith ran screaming down the aisle with the "monster" in pursuit. She was "captured" on the stage and carried off. Necks craned and excitement was at a high pitch during these shenanigans.

Furnishes Extra Excitement

The excitement had hardly vanished when the imaginative assistant manager staged his Spook Show in pantomime and then followed with the Skeleton Dance, which was, indeed, very effective in a dark house, on a dimly-lighted stage. In commenting, Manager Morse Rabwin said:

"To say that the audience reaction to this advance exploitation for the horror-show' was extraordinarily good is putting it mildly. Actually the stunts were miniature prologues, and I recognized them the first night as good enough to advertise and bill as an "Extra Stage Attraction," which we did, and with splendid results."

Stork Visits Tollettes, Name Contest Follows

A showman is one who watches every opportunity to tie in current events with his theatre or its attractions. That's one definition—there are many others. But it most nearly describes Manager Richard Tollette of the Avalon Theatre, Platteville, Wis., for he hit upon a scheme recently that, as far as we know, has never been duplicated.

A few weeks ago the Tollettes became the parents of a baby boy. Undecided as to what to name him, they decided to let the people of Platteville do the naming. So a front-page story announcing a baby-naming contest appeared in *The Platteville Journal* in which it was explained that the most suitable suggestion, accompanied by the best 25-word reason for making it, would receive a six-month pass to the Avalon.

Although we have no further reports, we take it for granted the response was tremendous, and that by this time hundreds of suitable names have reached Tollette. Smart showman that he is, the Avalon manager certainly did tie in with a "current event," or perhaps we should have said a "blessed event."

Next time an addition is made to your family, think of Tollette and offer a prize for the most suitable name, thus winning goodwill for your theatre and creating new patronage.

Beltz' 'Radio Auction Quiz' Wins Good Will and Additional Patronage

Conceived by Larry Beltz of the Grand Theatre, Wausau, Wis., a "Radio Auction Quiz," broadcast over Station WSAU from the theatre, attracts hold-out crowds every Thursday night. The program combines the best features of a prize auction and a quiz show in a half hour.

Not only does the show entertain Beltz' patrons and bring in extra coin, but it's doing a fine job of goodwill building for the house. Prizes for the auction have been promoted from seven merchant-sponsors.

the SHOW BUILDER

A Monthly Feature Dealing With Practical Ideas for Booking And Exploiting

The Short Subject

SHORTS SHOPPING

Return of the Serial Queen and Release of a Significant Short Among Last Month's Highlights

Significant shorts were at a premium during ne month of May, although one or two released vithin the 31-day period are worthy of special ote. One of these was MGM's "Out of Dark- ess," which was, and still is timely because of ts thought-provoking subject matter. Concern- ng the efforts of Germany during the World War to suppress the newspaper, *La Libre Bel- gique,* published by the over-ridden Belgians, he subject attained significance, according to STR's reviewer, "because . . . the Belgians are again over-run and because a report in *The New York Times* recently stated that printing of *La Liberte Belgique* was being re- sumed." Exhibitors who have not yet played the reel, which is narrated by John Nesbitt and enacted by a competent cast, are urged to tie up with newspapers and patriotic organiza- tions in putting it over.

The other significant short was a serial. Serials as a rule are not sufficient cause for special mention, except in a few instances, and Republic's "Jungle Girl" fits one of those instances. Because it marks the return of the "serial queen," the one glamorous ad- junct of serialdom that has been absent for several years, it has won for itself an ap- preciable amount of publicity in newspapers and magazines from one end of the country to the other. It will be interesting to see the public reaction and watch the effect of the idea on the plans of other chapter-play pro- ducers. Showmen should find the subject fraught with good selling angles, which re- minds us that suggestions along these lines will be found in a Shortanalysis which ap- pears in this section.

In this column last month it was noted that only one "timely" short subject had been re- viewed during April. Well, May is five up on April, for in addition to "Out of Darkness," there also became available March of Time's "Crisis in the Atlantic," Warners' "Wings of Steel," Producers' "Our Constitution" and "Declaration of Independence," and Republic's "Hollywood Meets the Navy." It all goes to prove our statement last month: that April's decline did not necessarily forecast a dearth of this type of subject.

The number of theatres devoting more at- tention to the exploitation of shorts con- tinues to increase. Our perusal of news- papers from all parts of the company has revealed the advertising of "unit" programs in many situations. Exhibitors are replac- ing second-features with four or five out- standing shorts, thus following the policy that brought wide attention to Milton Samis of the Hester Theatre, San Jose, Calif.

Newspaper and program-printing compositors, as well as theatre sign artists, find the titles of the Popeye cartoons somewhat bewildering. With something like "Olive's Boithday Presink" or "Doing Impossikible Stunts" facing them, they begin to lose faith in the English language.

Shorts Solve Dual-Bill Problem

Smart Booking and Selling Big Factors in Supplanting 'B' Films

(Editor's Note: Since publication of a story about the "Variety Hour" (STR May 3) with which Milton F. Samis, owner of the Hester Theatre, San Jose, Calif., put an end to double-feature bills, there have been many requests for more detailed information about the plan. We are grateful to Mr. Samis for his cooperation in complying with this request in the following article.)

By Milton F. Samis

The idea back of the Hester Variety Hour, which comprises a full hour of short subjects as supporting program for the feature, was to eliminate the double bill—if possible. Experience had shown that this was not easy, since the public has been educated by theatres to expect a lot for its money. We had had only mediocre success with a single feature and the old gag of "selected short subjects."

Consequently we decided to replace the "B" picture with something that would sound like something, and finally hit upon the Variety Hour idea. To begin with "variety" has always been associated with entertainment in show business, and the word "hour" indicates a generous time element.

The next problem was to book the Variety Hour properly, and that has been a process of evolution. On the whole, we try to make it as bright and sprightly as possible, but I have learned one very important thing, and that is—it pays to have one subject on each hour variety show of a more serious and informative nature; a subject that gives patrons something to think about and take thoughts home with them. Typical of what I mean are the John Nesbit Passing Parades, and subjects like Carey Wilson's "Nostradamus." By their very contrast with other pictures on the program, these subjects stand out and appeal strongly to the more thoughtful elements in the audience.

As for advertising, we usually give the Variety Hour equal space with the feature picture, and equal attention to them in giving requested information over the telephone. But favorable word-of-mouth publicity has become one of the strongest, most potent selling mediums in building up our Variety Hour.

The presentation of the Variety Hour is important. We have both an opening and closing title trailer. Just before the title curtain opens there is a fanfare of trumpets, and as the curtain opens the following words appear on the screen:

WE NOW PRESENT
THE
HESTER
VARIETY
HOUR
NEWS - CARTOONS - COMEDIES
EDUCATIONAL SUBJECTS - NOVELTIES

The lines succeed one another on the screen in a clever animation made up by National Screen Service.

The closing title is as follows:

OUR VARIETY HOUR NOW COMES TO A CLOSE. WE HOPE YOU HAVE LIKED IT, AND WILL TELL YOUR FRIENDS ABOUT IT.

After a four-month trial, the Variety Hour appears to be here to stay, and is growing in popularity every week. Everywhere I go, I hear words of praise for it, and have yet to hear anyone say they didn't like it.

The Variety Hour has one drawback. It makes you work harder than when you just toss them a couple of features and let it go at that. We spend hours talking to bookers and salesmen, and poring over trade magazines for reviews, to make the program just as fine as possible. But it's a lot of fun to get back to show business again after a three-year "jag" of double bills.

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Postmasters Urged to Contact Exhibitors on Popular Science Reel

Every postmaster in the United States has been urged to call exhibitor attention to Paramount's Popular Science No. 5, which deals with the new airmail service for small towns, as the result of a special screening for officials of American Aviation, Inc., in Philadelphia recently.

The organization's bulletin, *Pick-Up,* which reaches every postmaster in the country, says, in part:

"It is suggested that you contact your local theatre manager and request that this film be shown in your city. It would be of unusual interest to persons being served by this unique method of air transportation, and we feel that it would help acquaint them with the use and advantages of Air Mail."

the SHOWBUILDER

Back Stage in the Short Shops—Carey Wilson

ONE of the important functions of short subjects, believes Carey Wilson, adventurer, super-salesman, film commentator and producer, is to give people their desired entertainment in a manner that will invite them to think. And certainly no one, more than Carey Wilson, has personally contributed to the fulfillment of this function. After having written a true story, one of many, concerning a tragi-comedy episode in the extra-girl days of the late Jean Harlow, he made it into a short subject entitled "Hollywood Extra." That was only the beginning, for the restless, busy, adventurous writer had another idea tucked away in his fertile brain.

He successfully interested Jack Chertok, MGM short subjects producer, in a series of unique one-reelers—psychological subjects to make the people think while being entertained. Exhibitors are well aware of the splendid audience reaction accorded "The Boss Didn't Say Good Morning," the Historical Mysteries and What Do You Think series, the latter dealing with various phases of mental phenomena and the psychic unknown.

But what may easily be considered the most thought-provoking, the most discussed among the subjects in the new trail blazed by Wilson was one with a strange title, "Nostradamus." To a scholarly, intellectual few, the title was easily understood; but to the great masses, it at first meant no more than "Fiddlesticks." Not until after they had seen it did masses of the public become aware of the existence of a 16th century oracle whose amazing prophecies are being referred to in the light of present-day world happenings. It took Carey Wilson to familiarize the public—and exhibitors—with the name Nostradamus. With the recent release of "More About Nostradamus," presenting more predictions of the future, that familiarity is becoming even more pronounced, more widespread, as people visit libraries and bookshops to ferret out additional predictions and associate them with current events.

But now, "more about Wilson." The fact that he is a busy producer connected with a unit that makes from 15 to 18 of Metro-Goldwyn-Mayer's feature pictures each year, at the same time handling the narration for a number of short subjects, proves he can successfully do more than one thing at once, so it is no surprise that he celebrates a double birthday. The place of his birth was Philadelphia, but the time—well, it was around midnight, and in the general confusion of the Wilson household, no one noticed the correct time. His mother insisted the natal day was May 19, but the doctor recorded it as May 20. So just to be sure, the narrator-scenarist celebrates both days.



Reading down: Preparing narration from photostatic copies of Nostradamus' book; timing remarks; fitting narration; recording narrative.

During his long career in the motion picture industry, he has worked in a theatre, sold films, opened film exchanges in the United States, Canada and several foreign countries in his capacity as general sales manager and special foreign agent for Fox Films, managed a small independent studio in New Jersey, capitalized on his experiences in the Pacific and the Far East by utilizing them in stories which he sold to producers, settled down to screen writing for Metro-Goldwyn-Mayer, his biggest task along this line being "Ben Hur," on which he spent more than a year commuting between Rome and Hollywood. To date, Wilson has received screen credit on approximately 70 pictures, including "Mutiny on the Bounty." But it is his highly novel and psychological short subjects that make his name sought by exhibitors in MGM junior feature pacts.

'Howl Their Praises' For 'Dog In Orchard'

Public reaction to a new trend in short subject production is worth noting, for it is the only true method that can determine whether that trend shall be continued or abandoned.

Manager Richard Foy of the Village Theatre, Dallas, recently played "Dog in the Orchard," a two-reel dramatic featurette based on a story by Mary Roberts Rinehart. So successful was the engagement and so well received was the subject that Foy was prompted to make the following report:

"In this ('Dog in the Orchard') we found the true reaction of our patrons to a short of this kind. It isn't often we are able to present a short story in this way, and our adult audience on Friday night actually howled out their praises.

"Surprising to me, however, was the kids' reactions on Saturday. If I had one child come up to me and ask for another one of these, I had twenty. It isn't the kind of short they (the kids) usually go for, and when I was looking over my bookings I was a little in doubt as to what the parents might say about it. But absolutely no unfavorable comments were made.

"All I can say is: Warners ought to make more of these; they'd certainly get a 21-gun salute from our patrons."

STR's review of "Dog in the Orchard" (*Jan. 18, p. 22*) pointed out that "since dramatic subjects have not been too plentiful, this one should be warmly welcomed."

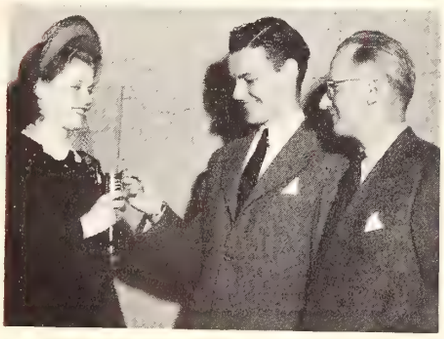
Another Showman Erases Off-Night Blues by Staging Quiz Program

Last month in this section there appeared details of the Valley Forum Quiz staged by Jack King of the Arcadia Theatre, Harlingen, Texas. Now along comes the details of another quiz show, again apparently inspired by the current quiz short subjects and radio programs.

The scene is the Lincoln Theatre, Cheyenne, Wyo., and the showman in the case is City Manager Fred Glass who, by hurdling minor obstacles, is currently putting on a weekly program that brings the folk in droves to the box office, not to mention the fact that it has the whole town talking.

The program is broadcast from the stage by the local NBC station, and the town's leading jewelry concern is the sponsor. Pretty usherettes carry portable microphones to people in the audience who participate in the question-and-answer bees. Because it benefits from the stage and radio plugs, the jewelry shop naturally supplies the awards free of charge.

Now if that slack night, whether it be Monday, Tuesday, Wednesday, Thursday or Friday, is still worrying you, the Quiz Program is a sure cure. We hope to have even more reports of its successful adoption in other cities throughout the country.



Roush Sees Cup Awarded

Leslie Roush, right, Paramount short subjects director, looks on as Doris Weathers, secretary of the Photo Patrons Club of East Side High School, Newark, receives cup for prize-winning film "Our High School," from Richard Fallon, chairman of the annual conference of the 4-H Clubs. Addressing several hundred delegates of 4-H Clubs and Young Reviewers of National Board of Review, Roush said shorts subjects now are being carefully produced and cast with the best talent.

Books Golf Shorts, Sends Cards To Linksmen, Gets Their Patronage

Taking advantage of National Golf Week, E. E. Johnson, manager of the Grand Theatre, Lenoir City, Tenn., booked a series of shorts on the sport and sent postal cards to linksmen whose names he secured from golf clubs nearby. Many of the golfers came a second time to see the shorts. Copy follows:

Dear Friend:

Being a golfer I am sure you will be interested in the special golf featurettes at the Grand Theatre during the week.

On Monday and Tuesday you'll see Lawson Little in "Smooth Approach."

Wednesday and Thursday we are bringing back a short subject that received more comments than any we have ever shown . . . Horton Smith in "Trouble Shooter."

Yours for better golfing,
E. E. Johnson

Whether the sport is golf, baseball, tennis or what not, so long as there is a subject on it, showmen can follow Johnson's example.

Be Popular with Youngsters

Do you want to be popular with the youngsters who attend your theatre? . . . You can do so by staging a Kiddie Show on Saturdays. Give them plenty of cartoons, sports reels and action subjects and watch your receipts increase.

Clubs for Steady Customers

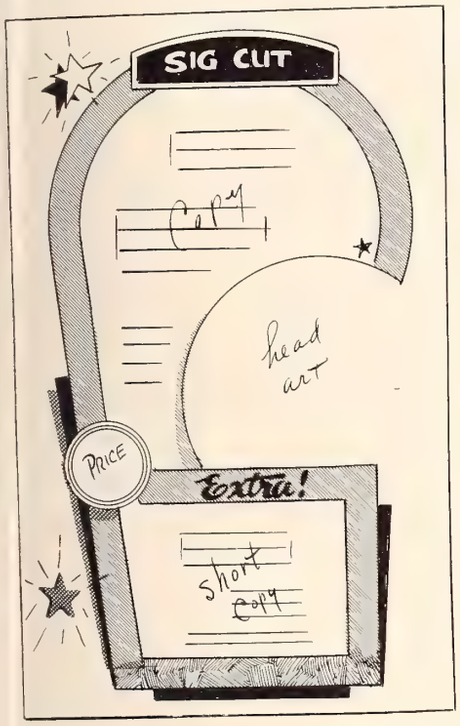
Wideawake managers have found it profitable to form a kiddie club just before they start a new serial, to keep the youngsters as steady customers.

If short subjects are worth playing at all they are worth plugging in your programs.

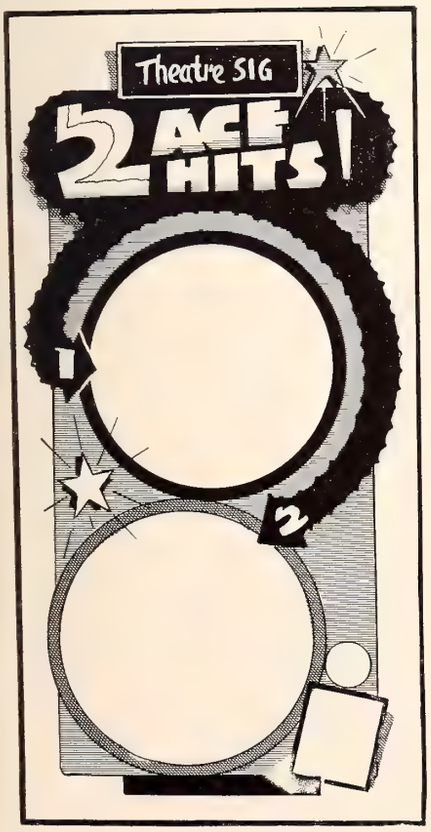
The ADVERTISING CLINIC

by Old Doc Layout*

Put that "Lots for Your Money" Appeal in Ads by Playing Up Featurettes



Try something like this for putting that extra-value appeal in your feature and shorts subject program. The head art should play up some outstanding star, the short copy carry more than mere mention of the featurette.



Two hits for the price of one! [illegible] the kind of competition you are up against, and here's one way to meet the rival's claim.

Provide the right spot, prepare the right copy, and you can make short subjects a definite box office factor particularly during the summer. Why the summer? Well, for the obvious reason that a variety of appeal is more required, proves more entertaining during the hot weather.

Old Doc is submitting for your study and convenience in layout, several suggested ads which give plenty of room and prominent display to spots for the short attractions on the bill. It need hardly be observed that there are many of these layout ideas which can be utilized for playing up the double-feature bill. However, for purposes presently concerning us, let's stick to the idea of giving the featurettes their due as potential ticket sellers.

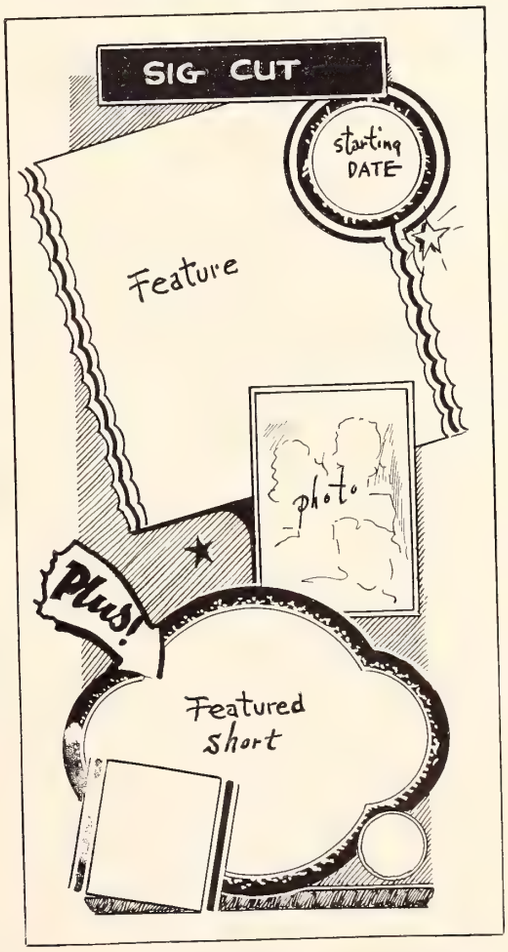
There are too many good shorts of the sort that justify billing as a featured supporting number on the program headed by a single feature. Suffice it to say, that whatever angle offers the chance to attract attention and patronage, should be spotted prominently in the kind of advertising that is made with the idea of bringing people to YOUR theatre. And, Old Doc repeats, the advertising man's job is to bring people to HIS theatre.

The more outstanding short subjects are not the only ones that can be played up with profit. The reel showing some sports which are particularly popular in the community, for example, should be ballyhooed and advertised vigorously to make sure everybody sees the advertising—and there is no better way to capture attention than to mention something in which the people addressed are known to be interested.

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*'Hank' Harold

Advertising Director, Regent-State Corp., State Theatre Bldg., Springfield, Ohio.

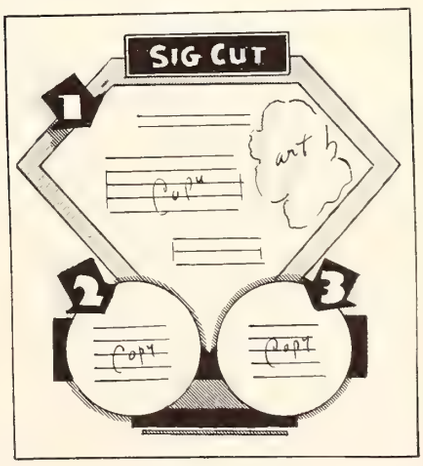


A layout providing several good spots for playing up the "plus" factors of your show. The circle at upper right can be used for "cool" slogan, a catch-line about the show, or starting date of a show.

Short Subjects Can Make Tickets Sell Faster If Vigorously Advertised



Here Old Doc shows you how a short subject release can be played up by using a mat supplied by the exchange, as well as the mats regularly used in displaying features in newspaper advertising. The lower panel illustration is cut from a mat for the featurette.



As the circus barkers say, there are three, count 'em three, attractions on the bill offered by the theatre using a layout such as is shown above. Recommended for theatres using smaller space, it gives shorts a "play."

the SHOW BUILDER

the SHOWBUILDER

Harris Exploits Kartoon Karnival As 'Escape' Fare for the Family

Manager Stimulates Interest In Weekly Presentation by Staging Seat-Selling Stunts

Perhaps there is nothing new in the fact that all-cartoon shows are a regular feature of the Glendale Theatre, Glendale, Calif. After all, hundreds of theatres throughout the country have been staging these weekly attractions for a number of years.

Well, for that matter, authors have been writing books through the ages; but that doesn't mean that some present-day author can't turn out a novel that towers over the others.

So the fact that the cartoon show is an established feature in countless theatres doesn't mean that Manager Ed Harris can't apply a different technique to its presentation. It is the very fact that he *does* that makes his Kartoon Karnival not only the talk of Glendale but also the subject of discussion throughout Los Angeles and its environs.

Some time ago Manager Harris decided that in view of the world's present unfortunate condition the public must be searching for *escape* entertainment. Well, he couldn't always provide it with a feature, but he *could* inaugurate a weekly Kartoon Karnival that would admirably serve the purpose.

He reasoned, quite logically enough, that not only children but adults as well, could be interested in this form of entertainment, and that instead of limiting it to the youngsters alone he would make it available to the entire family.

Thus, when he finally completed arrangements to present a Kartoon Karnival featuring two cartoons on one program every Friday and Saturday, he decided to sell the stunt from the *laugh* and *family* angles. His advertising slogan ran something like this: "A barrel of fun for kids from six to sixty—treat the family."

"In catering to both adults and children," the Glendale showman writes, **"we are getting the patronage of the entire family. Folks are forming the 'Glendale habit,' which insures healthy returns not only for the present but also for the future."**

Naturally, interest could easily wane in these presentations. But Harris doesn't permit that. Every three weeks he stimulates interest by offering some sort of merchandising plan.

For instance, *The Glendale Star*, local newspaper, with the cooperation of merchants, recently sponsored a coloring contest which, according to Harris, "brought plenty of added business and goodwill."

Cartoon reproductions of various characters in Walt Disney cartoons, Merrie Melodies, Looney Tunes, etc., were featured in the merchants' ads, and children were required to color them. *(See cut of newspaper page below.)*

PTA Cooperates

The Parent Teachers Association cooperated by distributing tear-sheets of the cooperative page to children at schools. Acting as judges were John Elliott and Aurie Battaglia, artists employed by the Walt Disney Studios, and residents of Glendale. While neatness was a prime requisite for awards, ages of participants were taken into consideration.

School officials and newspaper executives were on hand at the Glendale on the day of the awards' presentation to take charge of the ceremonies. The house was packed with adults and children. In return for advertising, Harris was able to promote free comic books from a local dealer for distribution on the same day. A great time was had by all, the box office profited, and that inevitable goodwill again was gained.

For lobby and front exploitation, special displays are arranged, as for instance the one which tied in with the theatre's candy machine. *(See photograph below.)* From the Disney Studios Harris has been fortunate enough to procure original drawings which formed the material for one of the displays. Large cutouts are also placed at advantageous points in the theatre.





▼ Manager Harris even ties in the cartoons with his theatre candy vending machine, as revealed in this scene taken in the lobby of the Glendale. Cartoon character cutouts are to be found in spots where they're sure to be seen.

▼ With the cooperation of The Glendale Star and eight leading merchants, Harris successfully promoted this Cartoon Color Contest page, received entries from all parts of Los Angeles and other suburbs as well as from Glendale itself. Seldom are cartoons given the "play" they have been accorded in this instance. Harris' success should inspire other showmen.

SHORT SUBJECT

SHOWMANSHIP LEADERS

Those who read the details of Jack King's Valley Forum Quiz in last month's Show Builders section (*STR, May 3, p.* 18) probably never even dreamed that the man who "thought up the scheme" once worked around a theatre in Willowa, Ore., during after-school hours for the handsome sum of one dollar per week at the tender age of 11 years. Nor were they cognizant of the fact that in 1921 he was treasurer of the old Gaiety Theatre in Kansas City. Well, neither did we, until the genial Harlingen, Texas, city manager for Interstate Theatres revealed to us the hitherto unrevealed facts about his life. And believe it or not, he has been more places in the United States than a traveling auditor.



Jack King

After that embryonic theatre contact in his early youth, King couldn't get the movie house atmosphere out of his blood. The Kansas City interlude followed. Then, in 1923, he went to work for the old Southern Enterprises in Miami Beach, Fla. Already he had jumped from Oregon to Missouri to Florida. But those were only short hurdles in comparison with what was to come. For a time he was treasurer of the Community Theatre; managed it, then was transferred to Coral Gables in 1925 where he managed the Fairfax (now the Paramount).

It used to be a long way from Florida to Chicago but never too long for King. By 1927 he was associated with the Publix-Fitzpatrick-McElroy circuit out of the Windy City during which he was city manager in Muncie, Richmond, Anderson and Marion, Indiana. In addition, he handled circuit advertising for all new theatre openings.

If King ever thought in 1925, when he was in Florida, that five years hence he would be in Texas, he never indicated that fact in his revelations to us. But whether he thought about it or not, 1930 was typed on all letters going out of his office shortly after he became city manager at Harlingen.

Except for one year—1933—when he tried an unhappy venture, he has remained at his present assignment, except (again) for a short period in 1934 when he was made Interstate Theatres' city manager at Amarillo.

Twelve years is an awfully short time, so it wouldn't be safe to state that King has definitely settled down at last. Yet the Rio Grande Valley is mighty purty country, and it would be folly for a successful showman to forsake it for other sections of the country.

His activities in the short subjects field have made him one of Interstates' most valuable showmen. If there's money to be made from a short reel playing in Harlingen, King is right there to devise the selling campaign that will make it. His Valley Forum Quiz, inspired by quiz reels and radio programs, has proved an inspiration to other exhibitors seeking new methods of winning patronage and goodwill.

In addition to the Arcadia, Rialto and Strand, he reveals, a fourth for Latin-American patronage is soon to be constructed. Harlingen has also been selected as the site for an army air base to cost approximately $3,800,000. Between 3,000 and 6,000 men are expected to be assigned to the school.

Like all showmen, King has his favorite hobbies: hunting and fishing. If there are any white wings, wild hogs or deer around (which there must be), the "Out Today" sign goes up. But it doesn't stay up too long, for business always comes first with the genial showman.

Will England Be Invaded?

AMERICA'S ACE EXPERTS GIVE YOU THEIR SENSATIONAL ANSWER!

They forecast the war's future

nk!
rless!
scinating!
. and
ncensored!



Major GEORGE FIELDING ELIOT

Military expert, N. Y. Herald Tribune . . . CBS commentator



RALPH INGERSOLL

Editor, PM... famous writer just returned from "inside" tour of Britain



WYTHE WILLIAMS

MBS commentator... famed foreign correspondent



LINTON WELLS

Celebrated CBS newscaster

2ND *in the*

INTERNATIONAL FORUM

SERIES "Round Table of The Screen"

A William Rowland Production

Burnet Hershey... Supervising Editor

A COLUMBIA SPECIA

SHORT SUBJECT PRESENTATIO

(IN TWO REELS)

the SHOW BUILDER

STR Winners Hailed in Home Town

Trophies Turned to Effective Showmanship Use to Further Popularity of Short Subjects

Winners of prizes in STR's Short Subject Contest reaffirmed the opinion of judges by proving their flair for showmanship in cashing in locally on the honors they gleaned from the national trade competition.

Milton F. Samis, owner-manager of the Hester Theatre, San Jose, Calif., and the man whose "variety hour" idea enabled him to lick old devil double-feature, reports that he "cashed in heavily with local publicity, including newspaper stories and a swell lobby display, thereby giving the Hester Variety Hour a nice shot in the arm." The lobby display centered around the figure of "Prunella," the George Pal puppet which was awarded Samis through the courtesy of the producer of the Paramount Technicolor novelties as an added prize to the $25.00 cash for the winner of first place.

Carmon Phillips, who captured second prize with his entry in the STR contest, immediately went into action and obtained a booking of "Dipsy Gypsy," the picture in which "Jim Dandy" appears. The "Jim Dandy" puppet awarded Phillips created a real stir in Belen, N. M., where Phillips keeps people short-subject conscious through smart showmanship for the Onate Theatre. The local paper gave page one position to a story about "Jim Dandy," the Hollywood star, making his residence in Belen. Phillips followed up with a lobby display featuring the puppet, and reported that with employes and friends creating word-of-mouth publicity, heralds and the lobby display, the showing of "Dipsy Gypsy" became a feature attraction for the Onate.

Morris Rosenthal, veteran theatreman with a long record of showmanship tricks, got into the spotlight again in the newspapers of Bridgeport, Conn., where Rosenthal manages the Loew Poli-Majestic Theatre. The Winner's check from SHOWMEN'S TRADE REVIEW was presented to Morris by his superior, Harry F. Shaw, district manager of the Loew-Poli New England division. News photographers were on hand, and the picture along with a story about Rosenthal's selection as a winner in the STR contest, appeared prominently in the Bridgeport newspapers.

Reproduced at the right are newspaper breaks accorded three of the winners in STR's Short Subject Contest. Morris Rosenthal, who won his award because of his campaign on March of Time's "Americans All," received his check from Loew's New England Division Manager Harry Shaw as newspaper cameras clicked. In San Jose, Calif., the Mercury-Herald photographer arrived at the theatre just in time to see Manager Milton F. Samis admiring "Prunella," the George Pal puppet, clicked the shutter, got the photo appearing in the newspaper clipping at the lower right. Carmon Phillips also received recognition through a story which appeared in the Belen, N. M., News. All of the newspaper accounts in the reproduction are easy to read by persons with normal eyesight, although a magnifying glass would help. The three showmen received many congratulatory letters.



Morris Rosenthal Wins Award for Motion Picture Exploitation

Loew's New England Division Manager Harry F. Shaw, (left) presents Manager Morris Rosenthal of Loew's Majestic theater, his award won in the national contest sponsored by the Showmen's Trade Review. The award was for exploitation which Mr. Rosenthal did in connection with the March of Time's "Americans All."

The presentation recently in Bridgeport of the March of Time feature, "Americans All," portions of which were filmed in that city, has won for Morris Rosenthal, manager of the Loew-Poli-Majestic theater, Hollywood's plaudits.

Services of the "I Am An American" committee of the Bridgeport Chamber of Commerce, were recruited by Mr Rosenthal for the exploitation of the feature. For his work Mr Rosenthal has been adjudged a winner by Showmen's Trade Review, trade publication of the motion picture industry. Mr Rosenthal ranked fourth in the National contest.

Winning of the prize brought the following comments, among others, to Mr Rosenthal: B Bernard Kreisler, short subjects manager, Universal Pictures, Inc.—"May your ability as a live-wire showman and exemplary exploiteer continue to stand out all the more strongly with the advent of the new season."

Harry Wilson, Metro-Goldwyn-Mayer Pictures—"I don't believe that there's any comparison between the ingenuity and initiative needed to exploit a million dollar feature containing four big stars—and that which is required to make an intangible box office capital out of a one or two-reeler which at best contains an idea."

M. J. Weisfeldt, Columbia Pictures Corp.—"Let me congratulate you on this honor." Herbert Morgan, Short Subjects, Metro-Goldwyn-Mayer—"Showmen who sell shorts merit recognition not because there are so few of them but because they represent the forward-looking element of the industry."

R. J. Michalson, short subjects sales manager, RKO Radio Pictures, Inc.—"Permit me to extend my congratulations on your selection as one of the winners in the Showmen's Trade Review short subjects contest."

"Live showmen are well aware of the fact that short subjects make any program more acceptable by creating a broader and more diverting show. Your appreciation of good shorts and ability to properly sell them deserves this special commendation."

from BRIDGEPORT POST

Famous Movie Star Makes Home In Belen

"Jim Dandy," star performer in the George Pal Puppetoon, "Dipsy Gypsy," is now making his home in Belen.

In a recent contest, sponsored by the Showmen's Trade Review (a weekly magazine for theatremen), Carmon Phillips, Oñate Theatre manager, walked away with the prize in national competition asking for ideas to properly exploit short subjects. The prize included, among other things, "Jim Dandy," whose only worry in the world is termites.

Having won "Jim Dandy," Phillips immediately booked "Dipsy Gypsy" and it will show at the Oñate Sunday and Monday along with the feature attraction "Affectionately Yours" starring Dennis Morgan and Rita Hayworth.

"Dipsy Gypsy" is something quite new in the fast-growing short subject field of motion pictures. Similar to cartoons, except that the figures are "dolls" or "Puppets" instead of drawings. In this way more reality is given the characters.

Anyone wishing to see Belen's movie star will find him on display in the inner lobby of the Oñate Theatre.

from BELEN, N.M., NEWS

Proud Papa

Theater Manager Wins Contest

Prunella, $25 Prizes of Local Show Operator for Idea.

Milton F Samis, manager of Hester theater, is winner of first prize and Prunella in a national contest for best methods of advertising movie shorts.

First prize is a check for $25 from Showmen's Trade Review, motion picture trade publication, which conducted the contest.

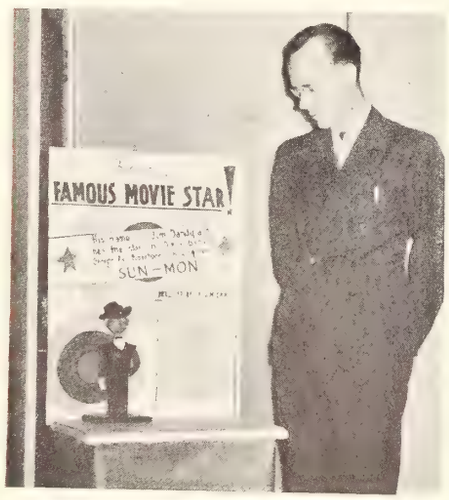
Prunella is an 18-inch puppetoon or character doll who appeared on the screen in one of Paramount's shorts, 'Dipsy Gypsy.'

Samis won first in the contest with a letter describing the variety hour included in the programs he shows at Hester. The hour is made up of shorts, including cartoons, views, comedies, educational and scientific ones and two-reelers along with the puppetoons.

"I hate to cash the check—I'd like to keep it," says Samis as for Prunella—well, Mrs Samis has spoken for her."

Milton F. Samis, Hester theater manager, is proud of Prunella. He won her, together with a $25 check, as first prize in a national contest conducted by Showmen's Trade Review, motion picture trade publication.

from SAN JOSE MERCURY HERALD



Carmon Phillips stands beside the display featuring "Jim Dandy," the George Pal puppet he received in STR's Short Subject Contest. In the typewritten copy next to the doll is an explanation of the method used in making the George Pal Puppetoons. The display fascinates everyone who sees it, Phillips points out, and adds that the number of folk reading the typewritten copy is really surprising.

Utilize Short Subjects for Holiday Tieups

When feature attractions can't be tied in with a national, state or local holiday, one can safely bet that a short subject can. And although the summer holidays or special observances aren't nearly so numerous as those of the winter, they nevertheless, as often as they do roll around, offer exhibitors just that much more ammunition for building business during the warm months.

Just for the fun of it, let's take a look at the calendar just to see how many special days we *can* tie up with.

All right. There's Saturday, June 14. It's Flag Day throughout the country. How about re-booking MGM's "The Flag Speaks" for the occasion? The same date is Children's Day, not for sentimental reasons, but for commercial purposes. Well, you might as well get on the band wagon, too. Since it comes on Saturday, make a special effort to book a program of shorts of specific juvenile appeal, eliminating those with thought-provoking themes. Then advertise your "Special Children's Day Show" high, wide and handsomely.

The following day, July 15, is Father's Day. There's no reason to worry about this day, for a short subject befitting the occasion is now available: Paramount's "The Forgotten Man," with Robert Benchley. In the Show Builders section two months ago (*STR, April 5, p. 28*) there appeared a story listing in detail the many exploitation aids arranged for exhibitors playing the picture. Read it over again, hurry and book "The Forgotten Man" for Father's Day if you haven't already done so, take advantage of the campaign suggestions, then congratulate yourself on being a live-wire showman.

Another tie-in date comes on June 23 and extends through the 28. During this period, National Swim-for-Health week will be observed. Any good subject featuring swimming and diving would be appropriate. For example, there's Paramount's Sportlight, "Sink or Swim," a last season's subject that might be still be available at your exchange. And chances are that by the time June 23 rolls around, other short reels of an aquatic nature will be released.

Patriotic subjects, some old and some comparatively recent, could be booked on Independence Day. Some of the older ones may not be presently available, but the others should, unless you wait until other exhibitors have booked all the prints.

On July 14, 1777, the Stars and Stripes were adopted. If you failed to play "The Flag Speaks" on Flag Day, how about booking it here?

Now let's jump to August. National Aviation Day is celebrated on the 19th. Such subjects as MGM's "Aeronutics," Warners' "Sky Sailing" and "Wings of Steel" would serve your purpose if booked for this date.

Warners' "Flag of Humanity" should be played on July 22, for this is the 77th anniversary of the founding of the Red Cross in Geneva, Switzerland.

eparing, Producing 13 orts on Warner Lot

Activity in the Warner Bros. shorts depart-nt, headed by Gordon Hollingshead, is at -time peak, with thirteen subjects currently various stages of production.

"The Tanks Are Coming," Technicolor de-se short, is being directed by Breezy Eason Fort Knox, Ky. An anti-aircraft subject also being shot on secret location.

In preparation for immediate production are a Bahiana," in Technicolor, featuring Kath-n Dunham and her twenty-four aboriginal ncers, with Jean Negulesco as director; "Min-el Days" and "Ice Frolics."

"Miracle Makers," "Carioca Serenaders," Dick Himber and His Band," "Salmon Fish-g," "Monsters of the Deep," "Hobbies of the ars," "Valley of Heroes" and "Glen Gray and is Casa Loma Orchestra" are being edited r early release.

roduction at Terrytoons Well nder Way; Six Subjects in Work

The 1941-42 program of Terrytoons is well nder way according to word received from the errytoon studios at New Rochelle, N. Y.

Three Technicolor subjects and three in black nd white are currently in various stages of roduction, it was learned. The Technicolor errytoons include "Twelve O'Clock and All ain't Well," "Welcome Little Stranger" and Slap Happy Hunters," while the black-and-hites include "The Ice Carnival," "Uncle Joey omes to Town" and another as yet untitled. 0th Century-Fox releases the subjects.

Another announcement from the New Rochelle tudios this week concerned the publication of book, How To Make Animated Cartoons, y Nat Falk. The foreword has been written y Paul Terry, producer of the Terrytoons.

ets House Record With Shorts

A new house record was set at the Dal-Sec, Dallas, with a bill of 5 shorts headed by a re-issue, "Give Me a Sailor."

New Season Shorts Get Under Way In All Studios

Following completion of "The Iron Claw," Producer Larry Darmour puts "Holt of the Secret Service," staring Jack Holt, into production. Another serial on the Darmour-Columbia schedule for this year is "Captain Midnight," based on the radio program of the same title. "Secret Service" will be Holt's first serial.

Auditions were started at Warner Bros. for impersonators of old time minstrels for the two-reel Technicolor musical, "Minstrel Days," to be directed by Bobby Connolly.

Joe Yule, character actor and father of Mickey Rooney, plays an important role in MGM's newest Crime Does Not Pay short, "Race Track Story."

"Little Toy Soldier" will be the fifth subject on George Pal's animated puppetoons schedule for Paramount, set to go into production upon completion of "Gay Knighties."

"The Tell-Tale Heart," based on the story by Edgar Allan Poe, is set to go before the cameras at MGM within the next two weeks. The picture will be the second in the series of experimental two-reelers. Evidence of keener interest in dramatic offerings of featurette length is responsible for the experiment.

Universal has signed Skinnay Ennis and his band to feature in a musical short which starts filming this week.

Harold Medford has been assigned by Warner Bros. to write the scripts for two two-reel shorts, "Ice Frolics" and "Old Doll's House," based on the Damon Runyon story. Jean Negulesco is scheduled to direct both subjects. Plans call for elaborate staging for these two.

Norman Sper, the Nation's number one football forecaster, has prepared a sample reel of his "Football This Week," which will be shown to a few theatre circuit heads. The football news reels will be issued one a week for thirteen weeks during the football season.

J. Edgar Hoover, chief of the Federal Bureau of Investigation, is scheduled to appear personally in a series of shorts which Gordon Hollingshead will produce for Warner Bros. The subjects will glorify the bureau's work by dramatizing actual cases.

Breezy Eason, director, and members of the cast of "The Tanks Are Coming," which features Frank Wilcox, George Tobias, Byron Barr and William B. Justice, the latter a former editor of the house program for the Capitol and Majestic Theatres, Paragould, Ark., and a former member of the STR Program Exchange, arrived at Fort Knox, Ky., this week to start work on the Warner Bros. preparedness short.

Get Column Mention on Shorts

When Clyde Allen, of the Tivoli Theatre, Fort Worth, Tex., played three Donald Duck cartoons on the same program recently, he succeeded in obtaining mention in the film calendar of the local Sunday newspaper. It was the first time a short subject had ever been alluded to in the column. The show and the campaign brought in extra revenue.

LEON SCHLESINGER

Presents

THE NEW CARTOON SENSATION

"BUGS BUNNY"

Now Appearing In

LOONEY TUNES

And

MERRIE MELODIES

RELEASED BY WARNER BROS.



the SHOW BUILDER

Short Shots on Short Subject Selling

ADDED DIVERSION SUPPLIED BY SHORTS

Impress public that short subjects are not program fillers, but carefully created to supply the need for diversified entertainment. Suggestions:

1. Grooming and featuring "star" names, as Robert Benchley, Pete Smith.
2. Care in booking and program schedule to obtain balance.
3. Billing entire program unit fashion to give impression of big show.
4. Tieups with newspapers, merchants, libraries, clubs, etc.
5. More prominence on lobby and front displays.
6. More concentrated studio effort, including art and publicity to newspapers, and ads in fan magazines.

Suggested Slogan: Added Measure for Greater Pleasure.

David Bachner, Warner Bros. Cleveland Advertising Dept.

SELLING SHORTS PAYS DIVIDENDS

My file system works to a proved advantage. The ushers hand patrons a card on which important short subjects are listed. Patrons are invited to check those they prefer. The names of all persons interested in various sports are obtained. As the shorts are booked, the persons known to be interested in that particular subject are notified by postal card. This file system is checked by the cashiers and has been found to produce response from almost eighty per cent of those to whom cards are mailed.

Al Powell, manager, Melba Theatre, Guthrie, Okla.

ONE POSTCARD BRINGS MANY PATRONS

A good method of contacting patrons is the penny postcard—which has many virtues, chief among them being that the cost per family is low and only a little brainwork and much elbow grease are needed. Cartoons traced on the cards are swell eye-catchers, add a little snappy copy and it's a safe bet you've caught a customer. The cards have special appeal for the youngsters. It's surprising how many patrons in one family that one small card will bring to the theatre.

Suggested Slogan: When You Miss the Shorts, You Miss Half the Show.

Winifred Yager, Walmur Theatre, Bristow, Okla.

Academy Award Winner
for Best Cartoon of 1940

"THE MILKY WAY"

PRODUCED BY

RUDOLF ISING



Current M-G-M Release
"ROOKIE BEAR"

★ ★ ★

In Preparation
"THE FLYING BEAR"

A PLAN FOR POPULARIZING SHORT SUBECTS

1. Give 'em a line on the marquee for a change.
2. Use stunt boards, stunt men, street ballyhoo and gags.
3. Sell single features and shorts as a unit of entertainment in newspaper advertising, such as: 1. Feature; 2. A cartoon that's "In the Groove," 3. Pete Smith Specialty (need we say more?); AND latest news events (war-news, sports.)

Bert Detwiler, Harris Manos Theatre, Jeanette, Pa.

MAKE SHORTS WORK FOR YOU

We work all shorts such as "March of Time," newsreels, Travel-talks, Sportlites and Camera Adventures through the school. Have arranged for the school to allow credits in history, English, geography, etc., for written reports on them. We utilize cutouts from one-sheets, trailerettes and newspaper space to advertise shorts. Our patrons know they will see at least two, and usually three short subjects, carefully chosen to fit in with the feature.

Suggested slogan: Our Short Subject Program is a Show in Itself.

A. B. Jefferis, Jefferis Theatre, Piedmont, Mo.

9 BASIC IDEAS FOR SELLING SHORTS

1—Examples of physical perfection prove the value of regular exercise.

2—Inspire love for the healthy outdoors in hunting and fishing subjects.

3—Scientific discoveries and inventions keep the mind alert.

4—Musical cartoons leave in their wake a furrow of smiles.

5—Comedies sharpen the sense of humor and chase away despair.

6—Enjoyment is experienced in hearing comments from knowing men.

7—Educate by viewing recordings of the customs of other nations.

8—Travelogues present places of beauty and instructional interest.

9—Late News weeklies reproduce events of the great world crisis.

Charles H. Ryan, Warner Bros. Theatres, Chicago

THE ENTERTAINMENT DESSERT

Selling suggestions: Newspapers will lend cooperation on stories based on unusual shorts. The Pete Smith type can be used for cooperation from factories and large stores. Cartoons can always be tied up with chain 5 and 10 cent stores for cartoon books. "March of Time" with War Veteran and other organizations as well as newspapers. Musicals with the music stores, bands on radios, records and sheet music. Newsreels exploited for their spot news stories.

Billing Displays: Use large displays in shape of a pudding with steam escaping, catchline above in the steam.

Morris Rosenthal, Loew-Poli Majestic, Bridgeport, Conn.

EVERY SHORT HAS SPECIAL APPEAL

Every theatre manager can pick out the special appeal of various types of shorts. A few examples to prove the point:

Columbia's "From Singapore to Hongkong," the place, Hongkong, is hot right now. Add to topical appeal novelty by getting local laundry to print cards in Chinese for display or distribution. Pete Smith offers no end of exploitation in each release—"Ski Birds" was sold via tieups on chewing gum in bags imprinted with billing; cards distributed on ski trains. "Catching Whoppers," every town has fishing enthusiasts during winter, and fishing resorts in summer are good place for billing. Collegiate, Y.M.C.A. pools, etc., are ideal spots for "Human Fish" shorts billing. A Mickey Mouse costume can be rented or made up inexpensively for use by ballyhoo man. Even the smallest town will be interested in "Sport of Kings" by jockey in flashing colors astride a bannered horse, and horse shows, county fairs are a push-over for this exploitation.

A. Easson, Oakwood Theatre, Toronto, Can.

the SHOW BUILDER

An STR SHORTANALYSIS ON "Jungle Girl"

There is something about Republic's new rial, "Jungle Girl," that distinguishes it from e usual chapter-play, and that something is a rl as the central character around whom the ory revolves. It marks the return of the serial ueen, an almost for-otten figure since the ays of Ruth Roland, earl White, Kathlyn Williams, Helen olmes. And because f this fact, "Jungle irl" has been receiv-ng reams of publicity n newspapers and agazines throughout he country. It is be-ng pointed out that nce again the chap-erplay is "coming into s own" and that the eturn of the serial ueen is a definite sign f this.



FRANCES GIFFORD
1941 Serial Queen

Having viewed the rst two chapters of Jungle Girl," we can ell understand the eason for all the ad-ance hullabaloo, for erial Queen Frances Gifford embellishes he week-to-week rama with a glamor hat has long been absent and which should raw adults back into the serial fold.

Therefore, exhibitors who will play "Jungle irl" should avail themselves of every selling pportunity to make it one of the most profitable weekly "cliff-hanger" sessions they've ever had.

Line Newspaper Angle

If publicity about the new serial queen hasn't eached your local newspaper as yet, arrange ow for a feature story. Your movie editor robably remembers "the old days," and if upplied with data and stills on "Jungle Girl," e should be able to turn out a bang-up article. When magazines like *Time* and newspapers like *The Chicago Tribune, PM* and others accord a serial valuable space, it can only mean that he subject is "hot," and that's the idea you want to impress on the movie editor.

Street ballyhoo is an essential part of your exploitation. For instance, an attractive girl in a costume similar to that worn by Miss Gifford in the title role, would be ideal. Let her pass out heralds at busy street intersections. If you want to use the 2-for-1 ticket idea for the opening chapter, why not let the girl distribute the tickets?

Now that warm weather is here and people are visiting the zoo, it would be wise to tie up with zoo officials for a card to be displayed near cages, bearing this copy: "See these animals in 'Jungle Girl' at the Blank Theatre."

Because the serial is based on a story by Edgar Rice Burroughs, creator of "Tarzan," be sure to arrange tie-up displays with book shops and public and commercial lending libraries. In your ad copy, play up Burroughs with copy indicating that "Jungle Girl" is the female "Tarzan."

All the novelties you'll need, such as Membership Cards, Jungle Mazes, Tropical Helmets, Folding Animal Novelties, etc., are illustrated in the Republic press book.

Your lobby and front displays should impart a jungle atmosphere, dominated by cutouts of Miss Gifford in perilous poses. Through a taxidermist, display stuffed animals in the lobby.

Gang Comedy's Safety Slant May Win Award

MGM's Our Gang Comedy, "1-2-3 Go," has been nominated by the National Motion Picture Traffic Safety Committee for their 1941 Award, presented annually to the film which most effectively encourages safety on streets, highways.

Produced with directed collaboration of the Committee, representing twenty-odd national organizations interested in the cause of safety, "1-2-3 Go" suggests the title as a new safety watchword for children. Demonstrated by the Our Gang kids, the film emphasizes the importance of looking to the right and left and then to the rear for turning vehicles before starting across street intersections.

The Safety Committee is now formulating plans for the organization of 1-2-3 Go Safety Clubs among the nation's school children.

Our Gang Safety Club buttons for use in exploiting "1-2-3 Go!" are now available to exhibitors through the Motion Picture Traffic Safety Committee, with whose collaboration the picture was made. The Committee, working through safety councils in all parts of the country, is making an effort to have theatre managers organize Our Gang Safety Clubs in their communities.

In a review of the subject (*STR, May 17, p. 32*) it was pointed out that because of the comedy's safety angle, "it should be an excellent exploitation bet for wise showmen." The review also suggested that "teachers and principals, school safety patrol groups, officials of the local chapter of the American Automobile Association and local newspapers should be brought into play," and concluded with the information that "this comedy provides an excellent incentive" for theatremen desiring to organize their own Kiddie Safety Clubs.



In the scene above, taken at New York's most dangerous intersection, Broadway and 45th Street, Dwight McCracken, secretary of the NMPTSC (right) shows Dr. Miller McClintock, Committee chairman and noted traffic engineer, the new 1-2-3 Go safety idea as advanced in MGM's Our Gang Comedy, "1-2-3 Go."

'Quicker'n a Wink' Kriner Gets Fifty Window Displays on Short

Stanley Kriner believes that short subjects can be sold and that results will be commensurate with the efforts expended. His recent campaign on "Quicker'n a Wink," at the Glen Theatre, Glendale, Cal., proved it, he says.

Fifty store windows displayed cards tieing in with the "freezing motion" camera angle. The Sears Store was lined up for camera tieups. Camera fans, science teachers and students were canvassed by mail. Kriner credits much of the campaign's success to the current interest in photography. Business was exceptionally good for the date, he reported.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SHOUTS OF PRAISE!

FOR

NEW.. SENSATIONAL SHORT SUBJECTS!!

GEORGE PAL'S

ANIMATED PUPPETOONS

1—"WESTERN DAZE"
2—"DIPSY GYPSY"
3—"HOOLA BOOLA"
4—"GAY KNIGHTIES"
5—"LITTLE TOY SOLDIER"

AND MANY OTHERS TO FOLLOW!

IN BREATH-TAKING TECHNICOLOR!!

RELEASED BY Paramount Pictures PARAMOUNT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

the SHOW BUILDER

SHORT SUBJECTS by SERIES

COLUMBIA

Series	1940-41 Sold	1940-41 Completed
All Star Comedies	18	16
Cinescopes	10	9
Color Rhapsodies	16	9
Columbia Tours	10	All
Community Sings	10	8
Fables Cartoons	8	6
How's Your I. Q.	6	6
International Forum	6	2
New York Parade	6	2
Phantasies Cartoons	8	4
Screen Snapshots	12	8
Stooge Comedies	8	7
Washington Parade	6	4
World of Sports	12	8
TOTAL	136	99

METRO-GOLDWYN-MAYER

Cartoons	18	8
Crime Doesn't Pay	6	5
Miniatures	10	6
Our Gang	9	All
Passing Parade	9	6
Pete Smith Specialties	14	10
Fitzpatrick Traveltalks	12	All
TOTAL	78	56

PARAMOUNT

Animated Antics	10	10
Fascinating Journeys	6	5
Gabby Cartoons	8	6
Headliners	8	6
Madcap Models	6	3
Paragraphics	6	4
Popeye	12	10
Popular Science	6	5
Robert Benchley	4	All
Special Cartoon	1	1
Sportlights	13	11
Unusual Occupations	6	5
TOTAL	86	71

REPUBLIC

Meet the Stars	12	6

RKO-RADIO

Series	1940-41 Sold	1940-41 Completed
Disney Cartoons	18	6
Edgar Kennedy	6	All
Information Please	13	11
Leon Errol	6	All
March of Time	13	11
Quintuplets	1	1
Ray Whitley	4	3
Picture People	13	10
South America	3	All
Sportscopes	13	11
TOTAL	90	68

20TH CENTURY-FOX

Adventures of a Newsreel Cameraman	4	3
Dribble Puss Parade	4	2
Fashion Forecast	4	None
Magic Carpet	8	9
Ripley Believe It Or Not	None	1
Sports Reviews	6	7
Terrytoons	26	23
World Today	None	4
TOTAL	52	49

UNIVERSAL

Cartunes	13	10
Going Places	15	13
Musicals	13	10
Special Subjects	1	1
Stranger Than Fiction	15	13
TOTAL	57	46

VITAPHONE-WARNER BROS.

Broadway Brevities	9	8
Elsa Maxwell	3	All
Hollywood Novelties	6	5
Looney Tunes	16	13
Melody Masters	10	9
Merrie Melodies	26	21
Special Subjects	2	2
Sports Parades	10	8
Technicolor Specials	6	5
TOTAL	88	67
GRAND TOTAL	599	462

WHAT DO YOU THINK?

Adv.

Today thru Sat! INDIANA

The BEST "Dog-Gone" Entertainment Program in Town!

The Feature is a W-O-W!



"TOPPER RETURNS"

And What a Cast!
JOAN BLONDELL
ROLAND YOUNG
BILLIE BURKE
PATSY KELLY
AND
ROCHESTER

. . . and the 'Shorts' are Terrific!



1— Mickey Mouse Cartoon Gentlemen's Gentleman



2— PETE SMITH Shows You "Memory Tricks"

3— Fisherman's Entertainment "Lure of the Trout"



4—Latest News of the World In Pictures

Look At That 'Shorts' Space

So it doesn't pay to advertise short subjects, eh? All that's necessary is "also short subjects," eh? Well, brother, them's fightin' words. It DOES pay to advertise short subjects, otherwise Manager Billy Connors of the Indiana Theatre, Marion, Ind., wouldn't have devoted the same amount of space to them as to the United Artists film, "Topper Returns." Note how Advertising Director Walter Miller enlivened the appeal of the short subjects space through the clever use of appropriate illustrations.

'Men of F.B.I.' Gets Press, Civic, Radio and Mail Campaign

Capitalizing on the fact that Buffalo and the Niagara frontier is one of the most important areas engaged in national defense production, Publicity Director Charles Taylor of the Buffalo Theatre, Buffalo, N. Y., executed a thorough press, civic radio and direct mail campaign on March of Time's "Men of the F.B.I.—1941."

First item on the agenda was a preview screening for John Madigan, special agent in charge of the Buffalo F.B.I. field office, and his staff. Also present were representatives of the *Evening News;* local police and radio station officials; representatives from the larger factories engaged in national defense production, and executives of the Senior and Junior Chamber of Commerce. The former provided a list of factories to contact, while the latter sponsored a Civilian Identification Week which included a fingerprint display and a 40x60 poster in the lobby. Five local radio stations plugged the subject.

Headline the Headlines

Newsreels offer live selling angles for every release. Obtain synopses from your local exchanges or from the pages of STR every week. Select clips that are of special interest to your patrons and sell them with one-sheets or 40 by 60s out front.

Ushers Start 'Em Singing

Harry Hickox, Albuquerque theatreman, uses singing ushers to start the ball a'rolling in connection with his Community Sing reels. In this way, the audience joins the singing with gusto and everybody has a rousing good time, says Harry.

Sing Reels Make Good

Van Roberts of the Interstate Circuit recently tried out a Community Sing reel on a midnight show and it was so successfully received that he now uses it during regular performances.

the SHOWBUILDER

Short Subject Reviews

Nifty Nineties *(Amusing)*

RKO (14,106) Disney Cartoon No. 6 7 mins.

Mickey and Minnie Mouse hark back to the gay 90's in this release. Appropriate songs and music provide the nostalgia and to further create the proper atmosphere a vaudeville show is portrayed. It's all very amusing.

Canine Caddy *(Tops)*

RKO (14,105) Disney Cartoon No. 5 7 mins.

All of the Disney flair for making entertaining cartoons which have made him pre-eminent in his field are apparent in this subject. Laughs abound when Mickey goes golfing with Pluto, his faithful pup, acting as caddy. Pluto's set-to with a gopher adds to the gaiety and it ends with Mickey telling Pluto he's only a mutt after all. This is Disney at his best and your audience will eat it up.

Picture People No. 10 *(Fair)*

RKO (14,410) 8 mins.

Mildly interesting is this Cook's tour of behind-the-scenes Hollywood. Shown are Ginger Rogers, Burgess Meredith, George Murphy and Director Garson Kanin on the set of "Tom, Dick and Harry." Basil Rathbone, filmland's Sherlock Holmes is shown getting extra-curricular practice in super-sleuthing. There's an all-star rodeo featuring Roy Rogers. Olympe Bradna, Smiley Burnette, Monte Montana and Jerry Colonna visit Connie Bennett's cosmetic factory.

Jockey's Day *(Good)*

RKO (14,310) Sportscope No. 10 9 mins.

Lovers of horse racing should find this pictorial essay into the everday activities of jockeys very interesting. It shows the around-the-clock-pursuits of a jockey, from the time he arises in the morning until he retires at night. Wendell Eads, a jockey of note, poses as the typical rider. The reel ends with an important race, which is colorful and exciting.

Information Please No. 10 *(Entertaining)*

RKO (14,210) 10 mins.

With Louis Bromfield, novelist, as guest expert, this Information Please pursues its merry way in the same fashion as its predecessors. The three regular experts, F. P. A., John Kieran and Oscar Levant answer most of the questions and furnish most of the comedy as they usually do on the airwaves and in previous releases of this series. One of the amusing misses occurs when the experts fail to recognize a map of Manhattan. If your audiences have enjoyed previous releases in this series they'll like this one, too.

Salt Water Daffy *(Snappy)*

Univ. (5250) Cartune No. 10 7 mins.

Animation of a high order, good gags and commentary and lively music feature this farcical treatment of typical naval maneuvers —one of the best to come from the Lantz studios in some time. The subject matter is timely and fits deftly into the national defense picture. Any bill that requires laughs and a pace-setting opening can use it.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning June 8)

ASTOR—Out of Darkness (MGM) rev. 5-10-41.

CAPITOL — Yosemite the Magnificent (MGM); Coffins on Wheels (MGM); Aeronautics (MGM) rev. 5-17-41.

CRITERION—Alive in the Deep (PRC).

PALACE — Publicity Sports (RKO-Pathe) rev. 4-5-41.

PARAMOUNT—Sun Fun (Para.) rev. 4-5-41; Olive's Sweepstakes Ticket (Para.).

RADIO CITY MUSIC HALL — The Fire Chief (RKO-Disney) rev. 12-14-40.

ROXY—Arctic Springtime (20th-Fox).

STRAND—Gun Dog's Life (Vita.) rev. 5-18-40; Happy Faces (Vita.); A Coy Decoy (Vita.).

China Fights Back *(Timely)*

RKO (13,111) March of Time No. 11 18 mins.

This subject shows China's war effort as it has ever before been pictured. Taken under incredible difficulties, including having to develop some of the film in a barrel, the picture is nevertheless revealing in many respects depicting scenes of the interior of China and the tremendous strides the country has made in the past few years despite the war. Sell it through local China Relief Agencies and try to get your newspaper to comment on it.

A Panic In The Parlor *(Unfunny)*

RKO (13706) Leon Errol No. 6 18 mins.

This is the type of comedy that used to be made in the early days, when audiences were not as fastidious as they are today. It's the old formula of the errant husband trying to explain his absence to his wife and getting into plenty of hot water over it, all of which proves unworthy of Errol's efforts.

Modern Way Down East *(Good)*

Univ. (5360) Going Places No. 90 10 mins.

This is a journey conducted by Graham McNamee through Connecticut, "The Nutmeg State," home of the shrewd Yankee trader, cradle of New England industry and scenes of thrilling chapters in the early history of the United States. The subject matter is well-handled and it results in an absorbing tour of this vital area which is fast becoming an integral part of "The Arsenal of Democracy."

Stranger Than Fiction No. 92 *(So-So)*

Univ. (5382) 9 mins.

Just passable is this Stranger Than Fiction release that includes the following subjects: a woman who makes dolls from the bark of trees; an unusual picket fence made from rifle barrels; making flowers paint their own pictures; the biggest bird-egg, bird and bird-nest collection in the world; a girl who writes with both hands simultaneously and a shepherd dog who assists his master around a gasoline filling station.

Jumpin' Jive *(Good)*

Univ. (5228) 17 mins.

Fairly entertaining in this two-reel musical short featuring the Music Maids, who sing on Bing Crosby's radio program each week. The cast also includes Judy Starr; the Maxellos, world-famous acrobats; Rita and Rubin, adagio dancers; Sunnie O'Dea, tap dancing star; and the Uptowners, novelty vocal and instrumental group. It all adds up to a pretty good vaudeville show. Give the Music Maids an extra plug when you play this, to lure the radio fans to your box office.

. . NEWSREEL SYNOPSES . .

(Released Saturday, June 8)

PARAMOUNT (No. 81)—Carol and Mme. Lupescu safe in Havana; Dog show at Madison, N. J.; New York girls give up lunch hour to make clothes for British bomb victims; Ex-Kaiser Wilhelm II dies in exile; Nation mourns Lou Gehrig; Giant Army bomber in test at Santa Monica, Calif.; Last Italian stronghold in East Africa falls.

MOVIETONE (Vol. 23, No. 78)—Ex-Kaiser Wilhelm II dies in exile; Giant Army bomber in test at Santa Monica, Calif.; Santa Anita air show; Queen Elizabeth reviews women in naval service; British women remove debris of German bombings; Dog show at Madison, N. J.; Nation mourns Lou Gehrig; La-Salle College girls in canoe race; Girls go water tobogganing at Bridgeton. Me.; Wellesley College girls in rowing race.

PATHE (Vol. 12, No. 81)—Asmara and Massawa captured by British in East Africa; Ex-Kaiser Wilhelm II dies in exile; U. S. troops on parade in Trinidad; Housewives donate aluminum at Richmond, Va.; Giant Army bomber in test at Santa Monica, Calif.; Nation mourns Lou Gehrig; Dog show at Madison, N. J. (except Seattle and Portland); Lacrosse, Army vs. Navy; Army military police taught jiu jitsu (Seattle and Portland only).

NEWS OF THE DAY (Vol. 12, No. 276)—French cheer for U. S. despite Nazi pressure; Dutch Indies army gets ready for war; Ex-Kaiser Wilhelm II dies in exile; Giant Army bomber in test at Santa Monica, Calif.; Housewives donate aluminum at Richmond, Va.; Dog show at Madison, N. J.; Army military police taught jiu jitsu; Nation mourns Lou Gehrig; High school girls learn golf at Winnetka, Ill.

UNIVERSAL (Vol. 13, No. 986)—Giant plane tested at Santa Monica, Calif.; Housewives donate aluminum at Richmond, Va.; Naval air station commissioned at Floyd Bennett field; Army river crossing at Radium Springs, N. M.; Greek fleet joins Britain; British mine layers at work near Egypt; Ex-Kaiser Wilhelm II dies in exile; Mountainside blasted at San Andreas, Calif.; Country club fashions at Huntington, L. I.; Army military police taught jiu jitsu; Nation mourns Lou Gehrig; Santa Anita air show; Dog show at Madison, N. J.

(Released Wednesday, June 4)

PARAMOUNT (No. 80)—Action at White House following Roosevelt's proclamation of "unlimited emergency"; Chief Justice Hughes retires; Fall of Athens; Jersey City fire; Dionne Quintuplets celebrate seventh birthday.

MOVIETONE (Vol. 23, No. 76)—Entire reel devoted to Roosevelt's proclamation of "unlimited emergency."

NEWS OF THE DAY (Vol. 12, No. 275)—Jersey City fire; Fall of Athens; Ambassador Winant tours British front; Chief Justice Hughes retires; Lord Halifax hails Washington firemen (Washington only); Dionne Quintuplets celebrate seventh birthday; Cincinnati Zoo chimpanzees entertain; N.Y.U. wins track meet; Memorial Day auto race at Indianapolis.

PATHE (Vol. 12, No. 80)—British troops evacuate Greece; Jersey City fire; Navy cuts short S.S. America's cruise; Ambassador Winant arrives in U. S.; Pickets pick White House pickets; Dionne Quintuplets celebrate seventh birthday; N.Y.U. wins track meet; Memorial Day auto race at Indianapolis.

UNIVERSAL (Vol. 13, No. 985)—Jersey City fire; Battle of the Mediterranean; U. S. salutes war veterans; Winant back to see President; Thailand hails victory over Indo-China; Rush training of paratroops at Fort Benning, Ga.; New U. S. freighter launched at San Francisco; Big U. S. liner joins the Navy; Dionne Quintuplets celebrate seventh birthday; Don Budge weds Stanford co-ed; Memorial Day auto race at Indianapolis.

How "Cool" is Comfortable In Air Conditioned Theatre?

Refrigeration and Cooling Systems are for Comfort, Not Arctic Atmosphere

If a theatre promises prospective patrons "Cool as the Arctic" weather, it's probably all right to make the interior of the house as frigid as the inside of a butcher's ice box. But the general opinion seems to be that the Arctic isn't the place to go to find "ideal climate." Most humans don't like it that cold. Furthermore, "letters from readers," feature articles and general editorial comment in daily papers throughout the country last year gave conclusive proof that the cooling of restaurants, cafes and theatres too, in many instances, was being overdone.

The complaints of the patrons with sensitive noses and throats led to many statements by physicians that radical changes in temperature between outside atmosphere and that inside some of the air conditioned and cooled commercial establishments, was very harmful. This is a condition that should not be allowed to spread, and theatres, more than the corner saloon, which buys an "ice machine for cooling the joint," have a special duty to both the science of air conditioning and the public in this respect. Theatres, it should be remembered, were the first to use air conditioning for comfort, are generally acknowledged to have popularized air conditioning and made possible the commercial development of comfort cooling.

Medical Men Complain

One of the greatest complaints against cooling in theatres as set forth in some of the articles based on "surveys" by medical men, was that there were too many drafts. The other complaint was that there was too great a contrast between outdoor temperature and that maintained indoors in many "cooled" theatres.

When the mercury hits 100 degrees outdoors, the temperature inside the theatre should not be 70 degrees. A difference of 10 degrees between outside and cooled indoor atmosphere is far more comfortable and generally satisfactory and healthy, than a difference of 20 or 30 degrees.

In running the cooling plant, there is nothing gained by cutting out the power to save current and then turning it on again full-blast to bring the temperature way down again as the theatre gets warmer. A steady operation at comfort temperatures is far more productive of good results in patronage. This is where the "manhandling" of the system comes in. Nowadays, cooling systems are built with automatic controls which make them practically "fool proof." But in some cases attendants persist in fooling with the apparatus with results entirely harmful to the patrons as well as the equipment.

It is worth remembering, that the manager doesn't hear all the complaints patrons have to make against a theatre. As a matter of fact, the majority of people do not register complaints about conditions they dislike—they just walk out and make it a point not to come back another time. So it is up to the manager to keep personal check on atmospheric conditions within the cooled theatre. And it is a good rule to keep the atmosphere at temperatures a little above the strikingly "cool" point, than below that point. Whatever cooling equipment is installed in the theatre must be run in accordance with rules and regulations supplied by the manufacturer or engineer who installed the equipment. If you are in doubt about any point in the operation of the cooling plant, request information from the manufacturer or the engineer who installed the equipment—don't resort to the "try and find out method"—you may "find out" too late that much-needed patronage has been driven away by the experiment.



Picture Tells the Story

Ways and means of exploiting RKO Radio's "A Girl, a Guy and a Gob" are practically limitless, but one of the most effective stunts was that used for the film's engagement at Loew's Criterion in New York. The scene above tells the story.

INVITES 'EM TO COOL OFF

Manager Robert Busch of the Jeffery Theatre, Chicago, has instituted a summer policy that sells the cooling system and wins goodwill for the house.

Every afternoon he places a 30x40 sign out in front of the theatre on which he invites early shoppers to "come into the cool Jeffery lobby and rest and relax from the heat." Heat-tormented patrons are not required to buy a ticket, and they can rest until they are sufficiently cooled enough to proceed on their way again. Of course, many of them decide to remain for the performance, so the stunt is also a boon to the box office.

"The reaction of the women to our suggestion," Busch reports, "is amazing, and the suggestion itself is one of the best goodwill gestures that ever emanated from any theatre."

24-Sheet Comes In Handy

Cutting out the heads of the stars from the "Ziegfeld Girl" 24-sheet, John Floore, Majestic, San Antonio, Tex., mounted them along with life-size cutouts of the feminine players and achieved an eye-catching lobby display.

If Heart Halves Match—

Paper hearts, cut in two, were distributed by Jimmie Redmond, Bonham, Fairbury, Neb., and guest tickets awarded those who brought in matching halves.

College Supplies Ziegfeld Girl

Geneva College supplied a local Ziegfeld Girl, and the winner was presented with gifts by local merchants as part of the Ziegfeld Girl" campaign put over by George Pappas, Rialto, Beaver Falls, Pa.

Courtesy Pays—A Short Story for Showmen

Your patrons are your guests, and it is up to you to treat them courteously and to voluntarily perform any service that will contribute to their comfort and well-being. We could go into a long rigamarole about what you should do, but examples are always so much more easily understood, and that's why we wish to cite the experience of one of the managers of a Warner theatre in Chicago. What he did is more important than his identity, so we'll dispense with the latter, simply call him "X."

During a severe electrical storm last summer, Manager X found three children who had sought refuge in his lobby from the torrential downpour. Taking them inside where he questioned them, he found that they all lived within a half-mile radius of the theatre. He called a taxi, sent the children home, proceeded to forget about the incident.

Several days later as he walked down the street, X was stopped by a woman who said she was the mother of one of the youngsters. She thanked him for his courtesy. But what made X happy was her statement that she had spoken of this courtesy at a meeting of the Parent-Teachers' Association, and that it had brought many expressions of commendation and goodwill.

In Chicago, it's Warner Service, because Warner managers are constantly impressed with the fact that courtesy and service are indispensable to the success of a Warner theatre. But the rule can be applied to any theatre anywhere, including your own.

Cooperation in Bing's Home Town

When "The Road to Zanzibar" played at the Fox Theatre, Spokane, Wash., Manager Oscar Nyberg was extremely fortunate in getting the full support of the merchants in exploiting it and even the city cooperated by putting bumper strips on all city buses. The Kraft Cheese distributors, music shops and other establishments helped make the campaign one of the biggest ever. Why all this cooperation? Well, it would also happen in your town if Bing Crosby were a local boy who had made good in the movies.

Certain Bread Buyers Fortunate

Three thousand numbered inserts were placed inside the bread wrappers as part of the "Men of Boys Town" campaign put over by Bert Wild, Butler Theatre, Butler, Pa., with lucky number holders awarded guest tickets.

BEVERLY BILL

(The following poem by Charles H. Ryan, district supervisor for Warner Bros. Chicago Theatres, was written as a rhyming reminder for patrons of the Beverly Theatre. However, you can adapt it to your own advertising purposes by substituting the name of your theatre for Beverly.)

Poor Willie was in hard luck—
He had no place to go;
So he stood and cried until he spied
The Beverly picture show.
Then Willie took a great big look,
And said, "Oh, ain't this grand!
With drama, mirth, and my money's worth,
I'll go if I have to stand."

Now Willie goes to the Beverly shows;
He never gets his fill,
But yells for more till we close the door,
So they call him "Beverly Bill."
Each night Bill's there in his regular chair,
To see the show commence.
You'd be there, too, if you only knew
You could see so much for 30 cents.

TECHNICOLOR

deeply appreciates the enthusiastic reception of its product in motion picture theatres throughout the country, which has led to the largest current volume of feature pictures that Technicolor has ever undertaken.

"Aloma of the South Seas"
"Bambi"
"Belle Starr"
"Billy the Kid"
"Blood and Sand"
"Blossoms in the Dust"
"Caribbean Cruise"
"Dildo Cay"
"Dive Bomber"
"Fantasia"
"Jungle Book"
"Louisiana Purchase"
"Miami"
"Mr. Bug Goes to Town"
"Reap the Wild Wind"
"Shepherd of the Hills"
"Smilin' Through"
"That Night in Rio"
"The Reluctant Dragon"
"The Thief of Bagdad"
"The Yearling"
"Virginia"
"Western Union"

TECHNICOLOR MOTION PICTURE CORPORATION

Herbert T. Kalmus, President



IN THE NAVY

Don't Be 'At Sea' in Shaping Your Campaign for This Film; Put These Ideas to Work Now

Screenplay by Arthur T. Horman and John Grant. Original story by Arthur T. Horman. Directed by Arthur Lubin. Associate Producer, Alex Gottlieb.

SOMEONE has said that the public's taste is unpredictable. Pictures intended for box office success sometimes fall by the wayside, while others, released in the hope that at least production costs will be gotten back, turn out to be smashing successes.

When "Buck Privates" was released last January, many know-it-alls would have called anyone crazy who dared to predict that it would ring the box office bell with a loud gong heard throughout the industry. But that's just what happened. To list the cities in which the Abbott & Costello comedy was held over would require far more space than is available here, and to record the smaller communities in which it gave theatremen the surprise of their lives would be comparable to indexing a United States atlas.

Some exhibitors, it is true, were caught "off their guard." They made money, but they declared they could have made more had they realized the picture had such potent box office possibilities. Now, with the release of "In the Navy," the money-making facts are known, and any theatreman who doesn't use them to his advantage can have only himself to blame.

Here are just a few of the countless number of ways in which "In the Navy" can be exploited. Nearly every idea suggests another one, so that by the time you have your campaign completely outlined you'll have double or perhaps triple the number of stunts you originally planned. And that's all right, too, for the more you use the better will be the picture's reception at the box office.

THOSE TEASER ADS

By emphasizing the line, "Those 'Buck Privates' are 'In the Navy' Now," in your advance teaser ads, you'll be reminding your patrons of their enjoyment of "Buck Privates," at the same time placing them in the mood for the new film.

NAVAL COOPERATION

Local naval units should be contacted for cooperation. For the opening night, why not arrange to have Naval officers and members of the Naval Reserve parade to the theatre, led by a band or drum corps, if available? Sea Scouts and sailors might also be in the procession.

Try to get permission to post one-sheets on the Navy's recruiting boards.

BANNER A BOAT

If you're located near a much-frequented river front, try to get permission to banner a boat with copy about your engagement. Banners might also be placed on buoys or diving barges.

DECK-SWABBING CONTEST

With the "scene of action" transferred to the sidewalk in front of your theatre, hold a "deck-swabbing" contest for the kids, offering worthwhile prizes to the winners. A large crowd should gather for this event, so have a photographer on hand, be sure that advertising on "In the Navy" is prominently displayed, then—watch out for the publicity.

GIVE OUT CANDY LIFE-SAVERS

Perhaps you pulled this stunt on the last "nautical" picture you played, and it probably created a lot of interest. Well, it's worth repeating. So order a large quantity of candy life-savers, insert them in small imprinted envelopes, and get a couple of attractive girls garbed in sailor outfits to distribute them in the business section. If your town is comparatively small, it might be possible to pass the life-savers out at residences.

"NAVY BLUE" TIEUPS

Among the many merchant tieups you effect, make the featuring of "navy blue" styles in their windows one of the most outstanding. Not only dresses but also shirts, women's hats, pajamas, house coats, etc., can be plugged in this tieup.

SAILORS SING THE SONGS

"In the Navy" has no less than eight catchy tunes, so be sure to "go musical" in your exploitation. Girls or fellows in sailor outfits could present the numbers at night clubs or at any other dance spots.

OTHER MUSIC STUNTS

Be sure to get the Decca recordings of the songs in every juke box, with a display card on top inviting the public to hear the hits from "In the Navy."

Record dealers will be supplied with tie-up material, so go after them for nothing less than a window display and a cooperative newspaper ad. And that goes for the sheet music, too.

Contact your ASCAP-licensed radio stations to feature the numbers whenever possible. Try to promote a program consisting solely of the songs "dedicated to the boys in blue of Blank City."

Punchy ticket-selling copy and excerpts from the picture's musical numbers are contained in an exploitation record available from your Universal exchange at a nominal price. Use it for lobby, out-in-front and street ballyhoos. If your local station plays ASCAP tunes, use the record instead of your regular commercial plugs. Record shops and sheet music stores will also be able to use it as a ballyhoo for their merchandise.

BANNER-ROLLING BALLYHOO

Have two men dressed as sailors appear atop buildings on opposite corners. They blow bugles until a large crowd has gathered and sufficient attention has been attracted. Then one unrolls a large banner plugging the picture.

LET 'EM RING THE SAILOR

Rings made to resemble life-savers could be used by patrons in your lobby in an attempt to ring small figures of Abbott & Costello. Small bracelets might be used, provided one or both figures have upraised arms.

MODEL SHIP-BUILDING CONTEST

A lot of the kids in town probably have model boats they'd like to enter in a contest, so give them an opportunity in connection with "In the Navy." Get the newspaper to sponsor the competition. Display the winning models in your lobby.

PLANT NAVY QUIZ

Current world affairs are heightening the public's interest in naval affairs. Therefore, it should be possible for you to plant a "Know Your Navy" quiz in the newspaper. You'll find questions and answers for this purpose in the exploitation section of the press book. It can be a three-day or five-day contest, as you choose. Award tickets to the first 25 people who bring the correct answers to the newspaper office.

THAT "NAUTICAL" ATMOSPHERE

Anchors, miniature boats, signal flags and other sea-going equipment should be promoted for in-front-of-the-theatre displays during the engagement. A ship's bell might also be added, with the cashier ringing it at intervals. If you have an ingenious house artist, he should be able to transform the front into the deck of a liner, with the cut-out mats in which stills are framed shaped to resemble port holes. The doorman, cashiers and ushers should be dressed as sailors. Pennants should be placed above the marquee. "Big guns" could project from above the box office out over the sidewalk. No need to worry about a suitable marquee cutout, for the 24-sheet has the essential elements.



More Where These Came From

You're missing a great bet if you fail to take advantage of the tieups available on "In the Navy." Three examples—two on fashions and one on dry shavers—are reproduced above. The stills represent one-third of the number in the set, awaiting your order at your Universal exchange. Get 'em, then grab those windows.

An SRB Showmanalysis (REG. U. S. PAT. OFF.)

Greetings From

HARRY SHERMAN

PRODUCING

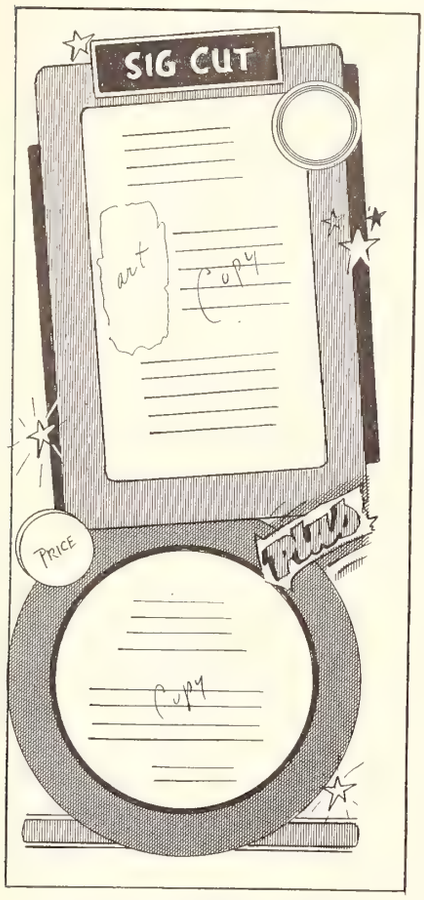
"THE UTMOST IN OUTDOOR ENTERTAINMENT"

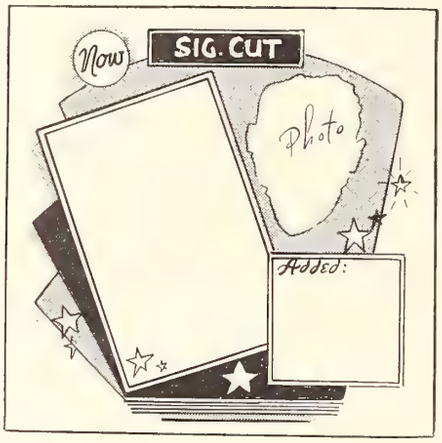
FOR

PARAMOUNT

Put Punch in Your Ads *This* Summer

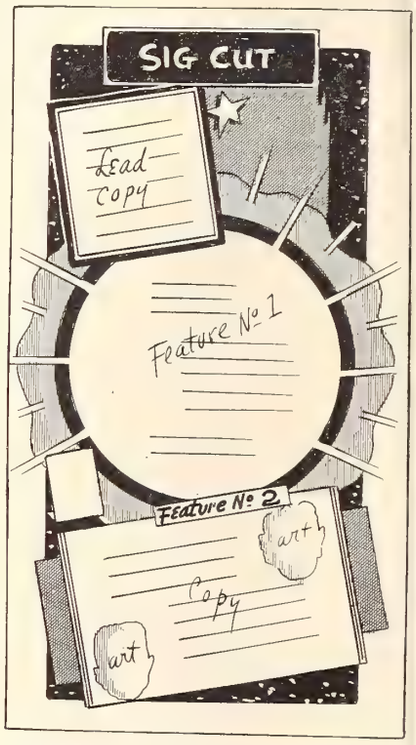
Here Are Reminders to STR Advertising Clinic Students of Points That Apply Especially to Layout and Copy for Warm Weather





PLAY UP BOTH PICTURES ON DOUBLE FEATURE SHOWS

Theatres presenting two pictures on one program should NOT allow the second feature to merely "ride" along as filler. If the second feature is worth playing, it's worth selling. Try variations of the three layouts shown from left to right above, and get in the "cool" appeal. If no special space is allowed for this in the layout, try using copy along the lines: "and for extra thrills during a cool, pleasant evening at the Blank, an added feature . . ."

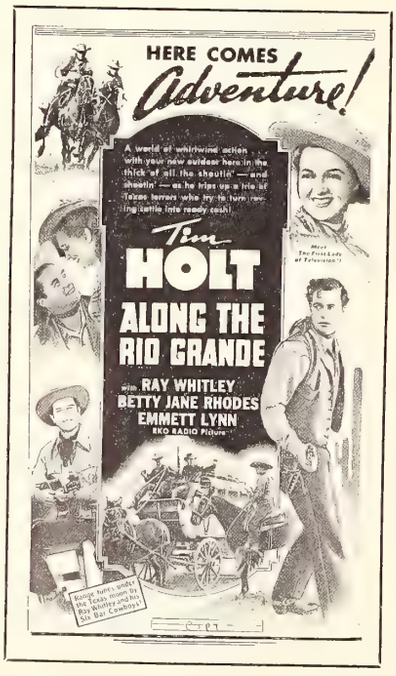


Layout Designs by
"Hank" Harold
Advertising Director,
Regent-State Corp.
State Theatre, Springfield, Ohio

Brief Copy, Proper Placement Will Make 'em Read Your Headlines

Don't let the heat, humidity either, "get you" when time comes to write headlines. Remember, the first line you write may be the "topper," but you'll never know unless you write several lines. Below and at right are three examples of good headline writing and placement. The "slanted" copy below gives motion to the ad; at right there's action in the headline and invitation to read on because of placement above a reverse panel. Far right, lots of white space gives the layout that "cool" refreshing appeal for summer.

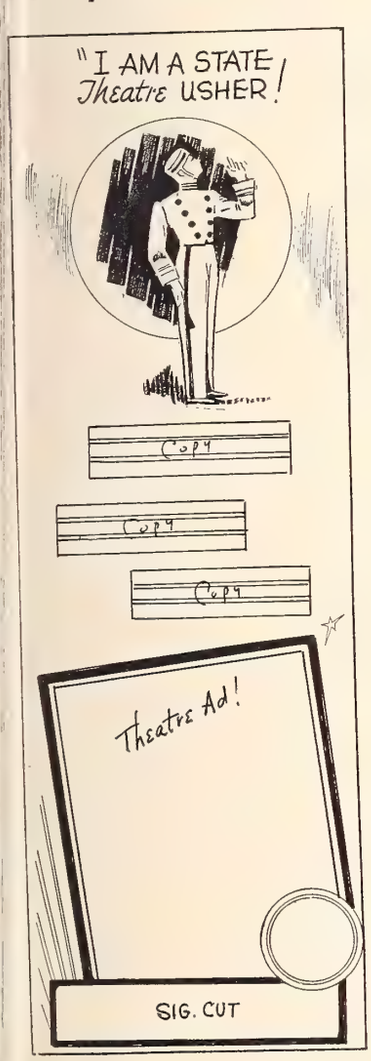






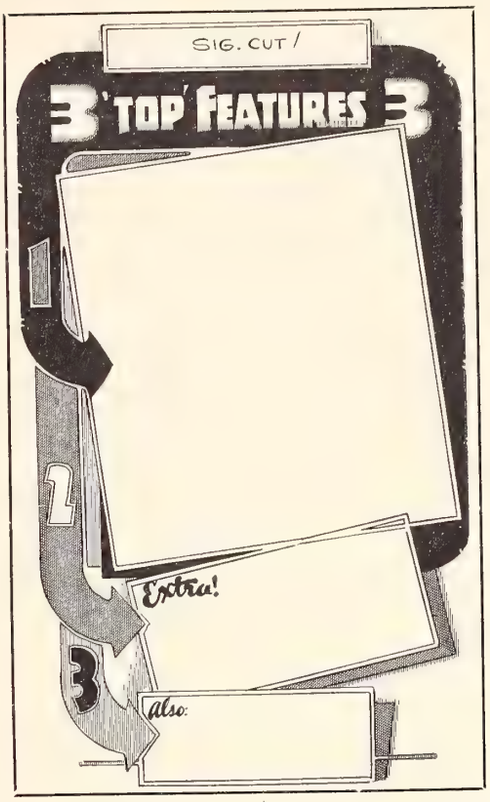
Put Over "Plus" Value Appeal This Way

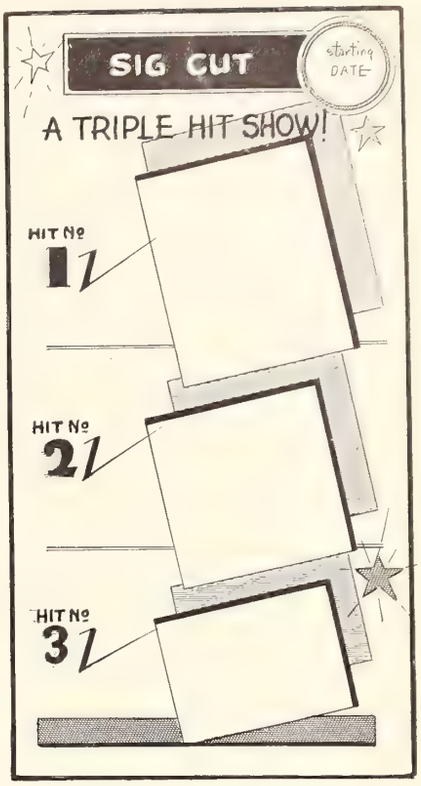
How About Using Dialog to Get That Personal, Folksy Touch



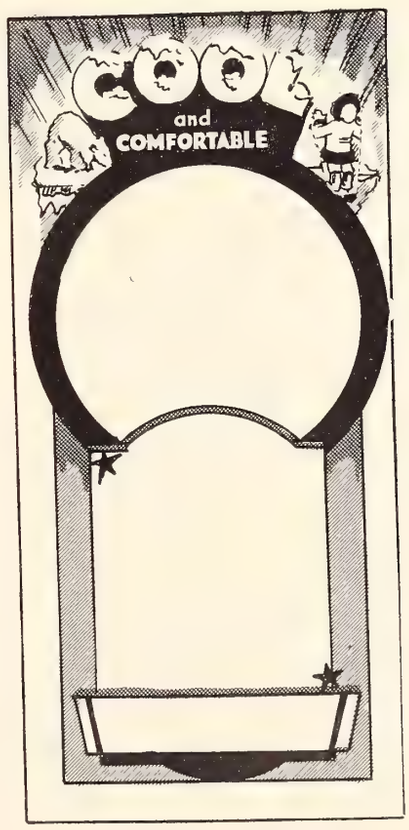
The institutional type of advertising works especially well in certain situations, particularly communities where there is a strong "home town" pride and interest in local people. The figure of the usher can be used as illustration for a series of advertisements, or figures of other employes—cashier, doorman, projectionist—speaking lines which sell the show and the theatre through dialog—now a most widely used and effective form of copy style.

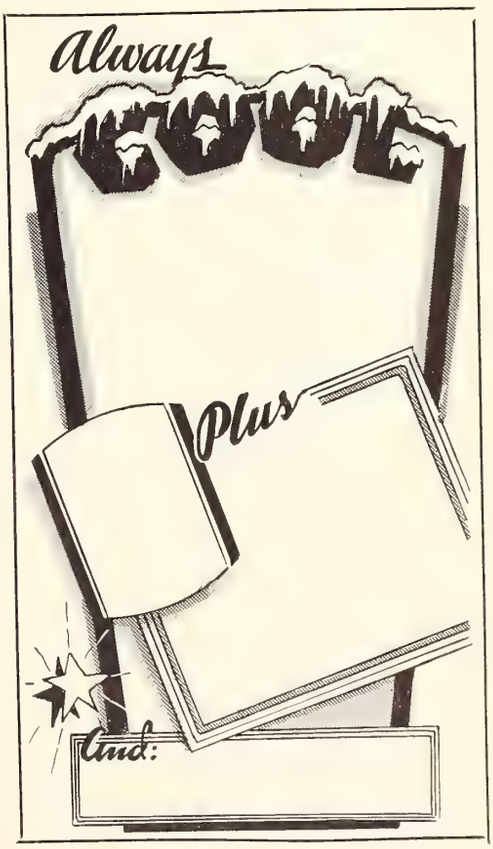
Sell the Cool Comfort of Your Theatre





The more you offer, the more a prospective patron is urged to "buy" your show, so be sure you play up more than one element or attraction of your program. If you present single features and shorts, sell the feature as top attraction, by all means. But DO NOT neglect the other attractions—comedies, cartoons, sports reels, news, or whatever is the outstanding supporting feature of your bill. Here, above, are two layouts that make the program look BIG and IMPORTANT.





Polar bears, eskimos and "frosted" letters still stand as a symbol of refreshing coolness to the heat-weary public, so this obvious decoration of appeal and "cool" selling is widely used in theatre advertising. The two layouts above introduce the "cool" appeal and do it without using much of the valuable space. Utilizing this type of continuing emphasis upon the comfort of the theatre is one of the economical ways of putting over a story that sells tickets.

Be a Showman and Avoid the Folly of Forsaking July Fourth

Stress Safety and Comfort in Your Advertising; Select Your Feature and Shorts With Care

INDEPENDENCE DAY is less than a month away. Because it comes on Friday this year, a long week-end holiday will prevail which will take most people away to summer resorts, and your showmanship powers will be exerted to get those who remain in the community to make your theatre their headquarters.

The weather is an important factor. Should it rain—well, that's something in your favor. But rain or shine, you've still got a job to do. It used to be that theatremen with hot, stuffy theatres couldn't compete with fireworks and outdoor amusements and summer resorts, but it isn't that way any longer. More likely than not your citadel of the cinema is scientifically air-conditioned, so with this asset, plus a worthwhile attraction, you have every reason to bid for the public's patronage. Here are some hints to guide you.

Let Holiday Prices Prevail

Attendance may or may not fall off on the Fourth. But even if it does, you stand a good chance of coming out near the top, in dollars and cents if not attendance, by increasing your prices, or rather, by charging your usual Sunday and evening admission fees.

Advertise Cool Comfort

If it's hot July Fourth, it'll probably be extremely so. Thus you'll have to plug the cool comfort of your theatre. Elsewhere in this issue you'll find sundry suggestions. Relief from the heat will be sought by many people who may not be able to afford a trip out of town, and your theatre will constitute that relief if you've impressed the public that the Blank is the coolest spot in town. But be sure you feature a really good attraction, for to go overboard on the "cool" angle and then present a mediocre program would be foolish.

Choose Your Subjects Carefully

Ordinarily, perhaps, you show two features on one program. It would be a good idea, in the case of the Fourth, to deviate from this policy and present one outstanding feature with a well-balanced program of short reels. A good cartoon, a travelogue, perhaps a novelty reel, and most appropriate of all, a patriotic subject, would round out an excellent program. Many current subjects are patriotic in nature and would fit in well here. Furthermore, contact the various exchanges and try to pick up prints of older patriotic subjects. One feature and carefully selected shorts, if well advertised, would be a greater boon to your theatre's success on the Fourth than two features, one of which would in all likelihood be mediocre.

Keep Out the Noise

Unless the authorities are unusually strict in your town, there'll be plenty of firecracker explosions. In the days before air-conditioning, theatres had to keep their doors open in an effort to get whatever breezes were blowing, and not only was the outside noise trying on patrons' nerves, but the odor of firecracker smoke wasn't any too desirable. Today, you can keep your doors closed, and it would be wise to do so, starting in the early morning. Appeal in your ads to old folk and to mothers that they can escape this annual pandemonium in the quiet and comfortable surroundings of your theatre. Stress the fact that the children will be safer attending a movie than playing with dangerous firecrackers.

Safe and Sane Fourth

A safe and sane Fourth will surely be advocated by the authorities, with a story to this effect appearing in the newspaper in advance. Have a cut made of the story to be inserted in an ad which points out the fact that there is no safer and saner place than your theatre. Blow up the story, too, for a tie-in lobby display.

Outdoor Ballyhoo Important

If a sound truck is available, send it around to nearby resorts. Have an announcer make frequent spiels informing the people that after a few hours in the hot summer sun there is nothing quite as refreshing and relaxing as a visit to your theatre.

At the night-time pyrotechnics display you should have some sort of reminder that your theatre is the place to go after the fireworks are over. Some sort of electric sign would be ideal, if you could arrange it, but failing this, perhaps two or three members of your theatre staff could mingle with the crowds and pass out handbills.

Display Stars and Stripes

Flags and a valance around the marquee should highlight the decorations in front of the theatre. A trailer appropriate for the occasion can be obtained from the company regularly serving you.

Beacon Ballyhoo for 'Wolf'

A novel lighthouse built atop the Hippodrome Theatre, Taft, Calif., flashing its beacon for miles, was used in selling "The Sea Wolf." The sound effect of a buoy alternated with the flashing beacon.



This Is What We Mean

With many pictures getting publicity in national magazines, we have advised exhibitors from time to time to make up displays capitalizing on this publicity. Excellent example of how it should be done is the display shown above, which was used in advance of the showing of RKO Radio's "The Devil and Miss Jones" at Radio City Music Hall.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

The Mainspring of Business

More than efficiency, courtesy is the mainspring of business. Courtesy is not something to put on and take off at will. It is life—real life! If it is not from the heart, it is not courtesy.

Patrons expect courtesy from the managers, from the girl in the box office, from the ticket taker, and from the ushers. They want courtesy across the telephone, in your program, in your advertising mail.

Courtesy is not a handwringing, bowing attempt at goodness. It is a spirit that must radiate out from the heart and head and hands each moment of the day. It is confidence, enthusiasm and calm to encourage, inspire and attract others. Courtesy gives atmosphere to your theatre.

Successful merchandisers who sell to the public attribute their fundamental success to the simple creed, COURTESY. Courtesy is a magnet for satisfied patrons.

A theatre where courtesy permeates pays good dividends to its owners and to those whose investments are represented in purchases of admission tickets.

Whispering Campaign and Trick Herald Sells 'Devil & Miss Jones'

A "whispering" campaign conducted by the theatre employes was one of the stunts conceived by Eli Arkin, manager of Warners' Avalon, Chicago, to sell "The Devil and Miss Jones." Whenever an employe was in a store he said to the clerk, "Say, have you seen that swell picture about a store clerk, 'The Devil and Miss Jones'? I understand it will be at the Avalon next Friday."

Arkin also distributed a handbill which had copy on the outside, reading "Miss Jones, you can't do that between 9 and 5." Inside it said, "The Devil, 55 and rich, with definite ideas about Miss Jones! And Miss Jones, young shoe clerk, with definite ideas of her own."

Co-op Page Highlights Campaign

A full page of cooperative ads on "Men of Boys Town," plus two-column photos of Spencer Tracy and Mickey Rooney and a long feature on the film, was a highlight of the campaign for the picture by Bill Elder, Loew's, Harrisburg.

Try These on 'Ziegfeld Girl'

The first hundred women to attend the "Ziegfeld Girl" premiere at the Bentley, Monongahela, Pa., were given corsages by Manager William Gray. He also arranged a store contest, presenting sets of the "Z. G." paintings for the best answers to "Why I Want to see 'Ziegfeld Girl'."

'Evolution of Crawford Face'

Joan Crawford as she has appeared in starring pictures since "Our Dancing Daughters" a layout headed "Evolution of the Crawford Face"—was good for a quarter-page display in the *Atlanta Constitution* as one of the publicity highlights of Eddie Pentecost's campaign for the showing of "A Woman's Face" at Loew's Grand, in that city.

Speaking of Theatre Operation

The Evil Of the Pass

Continuing the series dealing with the practical side of operation, here is good advice and a box of tricks to make management more efficient.

by Franc Arnold

One of the writer's earliest recollections of a "pass" is the time my father, a veteran legitimate showman, was moving to a new city and another showman who knew the town said, "St. Louis—that's a nice city, but meat is very expensive there—two ducats a pound"—and, believe it or not, he wasn't kidding. In those days the theatre was still in the barter stage. Today we pay as we go and we, likewise, should be paid in cash by our patrons as they come.

Use Them Sparingly

Lest you feel that this article is to be a tirade against issuing any passes whatsoever, let me say now that a pass properly used is of greater benefit to the manager in repaying favors than a gift worth ten times its cash value. For example, a big merchant who "ties-up" with you during the year, and who himself would consider it an affront to be offered a pass, would accept one during the Christmas holidays for his child who is home from school as an act of courtesy and thoughtfulness. In other words, the pass properly used is a great business stimulant and, like all stimulants, must be used in moderation lest it become a habit and a drug.

Some managers in order to effect a tie-up will give away a handful of passes promiscuously as "prizes" without weighing the cash value of the passes against the cash value of the tie-up. If the total value of the tie-up is only a few dollars for printing costs or what-nots, it might be better to pay for it and leave the passes out. Unless a promotion is something that cannot be purchased by money, tickets given in exchange for it is usually a sign of weakness in salesmanship.

We will not include any discussion on passes to policemen and firemen as that is strictly a local problem no doubt deeply rooted. Neither will we discuss passes to newspapers other than to state that originally the pass was created for the members of the press so this is one place that passes wisely distributed will directly benefit the theatre and the manager.

Don't Carry Pads of Passes

The value that you want impressed in your gift of a pass is lost immediately when the tickets are torn off a pad, or a pocket-book loaded with them is opened. One of the most graceful and impressive ways of distributing courtesy tickets is that handled in the following manner by a manager friend of mine:

He never admits that he has a pass with him, but says something like this to the one to whom he wants to repay a favor: "Joe, I want you and your wife to be my guests to see our show next week. I am sure you will enjoy it." Then, within the next twenty-four hours, he either has an usher deliver the passes in a sealed envelope or sends them through the mail. In this manner "Joe" has been impressed with the value of the pass by the effort expended in offering him the invitation and thus he is not likely to expect the pass as a regular thing.

Treat Them Like Money

If your pass list is so large that you find it necessary to rubber-stamp your signature upon them, it might be wiser to cut down your list. If you look at a pair of passes as you would at a dollar bill, (and often the cash value is greater) and then actually examine a dollar-bill closely and notice the painstaking care and detail with which Uncle Sam embellishes it, you will realize that the impression of value you are trying to make is lost when the pass looks like an automatic chore.

The evil of the pass is not the loss of the single admission itself, but rather that it often makes a "dead-head" of the recipient, who ever after looks upon a theatre admission as something of no cash value and for the rest of his life expects free admissions. Don't give a pass unless you want to and know it will do the theatre good and then give it in the manner of a king bestowing a knight-hood. The smart manager makes the pass the "ace in his sleeve" for important contacts and favors for his theatre, and he always remembers that the severest critic of his show is the guy who came in on paper.

ALFRED HITCHCOCK

THE

BUCK PRIVATES

BUD ABBOTT AND LOU COSTELLO

ARE NOW

"IN THE NAVY"

FOR GOOD OLD



Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

Plan Big Tribute For Harry Carey On 33rd Anniversary in Films

Paying tribute to the first motion picture actor to complete a third of a century of uninterrupted work in that medium, Hollywood stars of yesterday and today will gather at the ranch home of Harry Carey on Saturday, June 14, to help him celebrate his thirty-third anniversary in films.

Climaxing a day of nostalgic ceremonies and entertainment by prominent stars, will be the press premiere of Paramount's "The Shepherd of the Hills," in which Carey appears in the title role.

It was on June 14, 1908, that Carey reported to the National Film Distributing Company at South Beach, Staten Island, to star in a series of Westerns. In 1910 D. W. Griffith brought him to California for "The Sheriff's Baby." Since then, Carey has starred in scores of pictures.

Betty Field Signed For "Hot Nocturne"

Betty Field has been borrowed by Warner Bros. from Paramount to play one of the two leading feminine roles in "Hot Nocturne," which will be directed by Anatole Litvak, who has just been signed to a new long-term contract.

One of the top male roles will be played by Richard Whorf, recently signed to a contract by the studio while he was appearing with Alfred Lunt and Lynn Fontanne in "There Shall Be No Night." Also cast is Peter Whitney, recent recruit from the Pasadena Community Playhouse, who impressed studio executives with his work in the soon-to-be-released, "Underground."

Broadway Actress Signed

Betty Kean, currently appearing in "Crazy With the Heat" in New York, has been signed to a term contract by Republic. Miss Kean reports to the studio immediately after the close of the stage show. Her first picture assignment will be in the musical, "Yokel Boy," recently purchased by the studio.

Taurog Reading Scripts

Norman Taurog, MGM director, currently reading scripts for his next assignment, has announced that in all probability his next picture will not deal with children. Taurog will try a change of pace and is now looking for a comedy-mystery or a Latin American adventure story.

Republic Buys Dawn Original

Scenarist Isabel Dawn has sold Republic her original story, "Maid to Order," which she wrote in collaboration with Boyce de Gaw. The story will be used to plot the studio's current "Ice-Capades."

Fitzgerald in "Tarzan"

Barry Fitzgerald draws one of the top roles in MGM's new "Tarzan" picture, which will co-star Johnny Weissmuller and Maureen O'Sullivan.

. . . Program Notes From the Studios . . .

Claire Trevor has been loaned to MGM by Columbia for the second feminine lead in "Honky Tonk," currently before the cameras under the direction of Jack Conway. The cast of the picture is headed by Clark Gable, Lana Turner and Frank Morgan.

"Mob Town," with the Dead End Kids, Dick Foran and Anne Gwynne, went before the cameras at Universal a few days ago under the direction of William Nigh.

Director Joseph Santley gave the "go" signal to Republic's "Ice-Capades," which features the entire Ice-Capades troupe in addition to Jerry Colonna and Dorothy Lewis. The entire floor space of the studio's new sound stage has been converted into a massive rink for the picture.

Shooting started a few days ago on Monogram's "City Limits" with Frankie Albertson, Jed Prouty and Lorna Gray in the leading roles. Jean Yarborough is directing.

Martha Scott has been signed by Warner Bros. to co-star with Fredric March in "One Foot in Heaven," screen version of the best-seller by Hartzell Spence. An advanced start of production necessitated switching Miss Scott to the role originally assigned to Olivia de Havilland.

Barre Lyndon, British author and playwright, now collaborating with Jules Furthman on the scenario of Walter Wanger's "Sundown," will also act as a technical adviser during the filming of the story by Director Henry Hathaway.

Eleanor Stewart will have the top feminine role in "Timberwolves," next in the Hopalong Cassidy series starring William Boyd, with Brad King and Andy Clyde.

Tom Tyler and Lee (Lone Ranger) Powell will be co-starred in a series of sagebrushers to be produced by Sigmund Neufeld for Producers Releasing Corporation. Neufeld has purchased eight original stories by Johnston McCully for the series.

The supporting cast of 71 players, all male, for Columbia's "Texas," was completed by Director George Marshall with the signing of Raymond Hatton, Willard Robertson, Joseph Crehan and Edward Cobb. William Holden, Glenn Ford, Clair Trevor, George Bancroft and Edgar Buchanan head the big cast.

RKO is negotiating a new contract with Producer-Director Herbert Wilcox and Anna Neagle, who made "Irene," "No, No, Nanette" and "Sunny." The old deal expired recently, with the completion of the latter.

Alan Curtis has been assigned the male lead in 20th Century-Fox' "We Go Fast" his first role on his home lot since "Four Sons." The picture rolls next week with William McGann directing.

Lee Bowman has been chosen to play an important role in the Nelson Eddy-Rise Stevens musical, "The Chocolate Soldier," set to go before the MGM cameras almost immediately, with Roy Del Ruth directing.

The cast and crew of the "Tom, Dick and Harry" company at RKO threw a surprise party after the finish of the picture for Director Garson Kanin, which was topped by the gifts of the company to the director and Ginger Rogers, the star. Kanin leaves for an army training camp, in about two weeks.

Director Tim Whelan wound up work with a group of 40 dress extras, who have been on call for the past week in Edward Small's "International Lady." The cast is headed by George Brent, Ilona Massey and Basil Rathbone.

Margaret Tallichet, Richard Carle and Charles Coleman top the supporting cast of Universal's "Almost An Angel," the newest Deanna Durbin starrer with Charles Laughton and Robert Cummings as her leading man. Henry Koster is directing for Producer Joe Pasternak.

Florence MacMichael and Mabel Paige, currently in the New York stage success, "Out of the Frying Pan," have been signed by Paramount to repeat their roles in the studio's picturization of the play. Eddie Bracken will have one of the stellar roles in the picture, which Edward H. Griffith will direct.



Star and Director

Robert Montgomery and Alexander Hall talk it over between scenes of Columbia's "Mr. Jordan Comes to Town," new comedy which has Rita Hayworth, Evelyn Keyes, Claude Rains, James Gleason and Edward Everett Horton playing important roles.

JOE KANE

PRODUCER-DIRECTOR

ROY ROGERS—GABBY HAYES—SALLY PAYNE
HISTORICAL WESTERNS

REPUBLIC PICTURES

ALBERT J. COHEN

ASSOCIATE PRODUCER

REPUBLIC STUDIOS

☆
☆
☆

In Release:
ROOKIES ON PARADE
ANGELS WITH BROKEN WINGS

Next Release:
PUDDIN' HEAD
Starring Judy Canova

Preparing:
DOCTORS DON'T TELL
LADY FOR A NIGHT
GOBS IN BLUE
THE DEVIL PAYS OFF
PARDON MY STRIPES

IRVING REIS

DIRECTOR

● ● ●

"ONE CROWDED NIGHT"
"I'M STILL ALIVE"
"FOOTLIGHT FEVER"

RKO RADIO PICTURES

Current Assignment
"MEET THE VIKING"

Greetings

BING CROSBY

HOLLYWOOD STUDIO ROUND-UP

Twelve new pictures went before the cameras this week:

METRO-GOLDWYN-MAYER

YOUNG AMERICANS—Principals: Dan Dailey, Jr., Bonita Granville, Leo Gorcey. Director, Robert Sinclair.

HONKY-TONK—Principals: Clark Gable, Lana Turner, Frank Morgan. Director, Jack Conway.

DR. KILDARE NO. 8—Principals: Lionel Barrymore, Lew Ayres, Laraine Day. Director, Harold S. Bucquet.

MONOGRAM

CITY LIMITS—Principals: Frankie Albertson, Jed Prouty, Lorna Gray. Director, Jean Yarborough.

PARAMOUNT

REAP THE WILD WIND (Tech).—Principals: Ray Milland, John Wayne, Paulette Goddard, Raymond Massey, Robert Preston. Producer-Director, Cecil B. De Mille.

REPUBLIC

ICE - CAPADES — Principals: Dorothy Lewis, Jerry Colonna, Ice-Capades Troupe. Director, Joseph Santley.

20TH CENTURY-FOX

MARRY THE BOSS' DAUGHTER—Principals: Brenda Joyce, Edward Smith. Director, Thornton Freeland.

UNIVERSAL

MASKED CABALLERO — Principals: Johnny Mack Brown, Fuzzy Knight. Director, Ford Beebe.

MOB TOWN—Principals: Dead End Kids, Dick Foran, Anne Gwynne. Director, William Nigh.

RAIDERS OF THE DESERT—Principals: Richard Arlen, Andy Devine. Director, John Rawlins.

WARNER BROTHERS

NINE LIVES ARE NOT ENOUGH—Principal: Ronald Reagan. Director, Eddie Sutherland.

MALTESE FALCON — Principal: Mary Astor. Director, John Huston.

Trio Signed for "Flying Blind"

Eddie Quillan, Dick Purcell and Kay Sutton were signed by Producers William H. Pine and William C. Thomas, for "Flying Blind," third of the series of aviation pictures they are making for Paramount. The film co-stars Richard Arlen and Jean Parker under the direction of Frank McDonald.

Wallace Assigned "Lady"

Richard Wallace has been assigned the directorial chore on RKO's "Obliging Young Lady" with Edmond O'Brien in one of the top spots. Joan Carroll, 8-year-old actress from the New York stage, will be featured in the picture.



Moral: Keep Your Hand on the Spoon

When Director Irving Pichel turned to answer a question put by William Henry, June Storey burrowed into his marshmallow sundae. The incident took place on the "Dance Hall" set at 20th Century-Fox. It's probable that Pichel didn't mind when he discovered Miss Storey's inroads on the sundae. It was a hot day and, pleasant guy that he is, he ordered real confections served instead of the usual prop soft drinks and ice cream.

Big Print Order for "Underground"

A big increase in booking on Warner Bros. "Underground," has necessitated an order for 125 additional prints. Jeffrey Lynn, Philip Dorn, Kaaren Verne and Mona Maris are featured in the picture. Vincent Sherman directed.

Wood Starts Tests

Resuming preparations for "Kings Row" at Warner Bros. after several weeks vacation, Sam Wood reported to the studio to make wardrobe and make-up tests of Ann Sheridan, Robert Cummings and Ronald Reagan.

Tetzlaff Megs "Glamour Boy"

Ted Tetzlaff, who directed Paramount's "World Premiere," has been assigned to handle the megaphone on "Glamour Boy," co-starring Jackie Cooper and Susanna Foster.

First Jones-McCoy Set

Producer Scott R. Dunlap has set June 8 as the starting date of the first Buck Jones-Tim McCoy western for Monogram. Spencer G. Bennett will direct.

Three Added to "Wife" Cast

Cast additions for Columbia's "Our Wife" included Irving Bacon, Betty Blythe and Grace Darmond. The picture is being produced and directed by John M. Stahl, with Melvyn Douglas, Ellen Drew and Ruth Hussey in stellar roles.

Dieterle's Next a Musical

William Dieterle's next production for RKO will be "The Band Played On," set to go before the cameras within the next six weeks.

Rogell Buys Yaqui Yarn

Director Albert Rogell has purchased the screen rights to the Grinnell Sutton story, "Peace With the Yaquis." The yarn deals with the outbreaks of the troublesome Mexican tribe during the days of Pancho Villa.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

We finally discovered the spot in Hollywood to keep cool. It's on the set of Alexander Korda's "Illusions," where they are using about thirty tons of ground ice daily, sprayed all over the sound stage . . . and when we say COOL, we're not kidding.

We ran into Abner Biberman, that swell trouper, over at Universal where he is appearing in Frank Lloyd's "I, James Lewis." Abner is one of the few actors in this town we never get tired of seeing, and a "guy" who always gives a bang-up performance. Don't forget our heavy date, Ab.

Panamint, California, has petitioned Harry Sherman to hold the world premiere of "Parson of Panamint" in their town, which consists of eight citizens, twelve dogs, forty horses and two thousand head of cattle. P.S. The boys forget that you need a theatre, or were they thinking of using an old barn?

We had a gander at Norman Sper's Football Newsreels, and if the entire series is as interesting as the one we saw, he has an excellent bet for the football season. Sper will predict the results of eight major games each week for thirteen weeks, starting with September 27. Hope you guess them right, Norman.

We wonder how many of the top producers and directors will attend the MPTOA convention this week. Just in case some of them don't know it, MPTOA means Motion Picture Theatre Owners of America . . . or . . . the gang who really pay their salaries.

Warner Bros. have finally gotten "Sergeant York" down to two and a half hours and rather than make drastic cuts, may present the film in two sections separated by an intermission. Incidently, our snooping reporter tells us that it is a sure-fire box office bet.

A sight for the rings, under the rings, under your eyes, is Jack Benny running around the 20th Century-Fox lot in his "Charley's Aunt" makeup.



Husband and Wife Together

For the first time, Jeanette MacDonald and Gene Raymond will appear on the screen together, in "Smilin' Through" and here Director Frank Borzage is telling them he thinks it's just great. Appropriately enough, they play sweethearts in one of the greatest love stories.

The Box Office Slant

Time Out for Rhythm

(Hollywood Preview)

Columbia **Musical** **74 mins.**

(Prod. No. Not Set, Nat'l Release, June 12)

AUDIENCE SLANT: (Family) Big cast of screen and radio entertainers should make this a treat for everyone.

BOX OFFICE SLANT: Looks like a good bet for most situations.

Cast: Rudy Vallee, Ann Miller, Rosemary Lane, Allen Jenkins, Joan Merrill, Richard Lane, Stanley Andrews, The Three Stooges, Brenda & Cobina, Six Hits and a Miss, Eddie Durant's Rhumba Orchestra, Glen Gray and his Casa Loma Band. **Credits:** Directed by Sidney Salkow. Screenplay by Edmund L. Hartmann and Bert Lawrence. Story by Bert Granet. Based upon a play by Alex Ruben. Director of photography, Franz F. Planer. Film editor, Arthur Seid. Musical Director, M. W. Stoloff. Musical numbers directed by LeRoy Prinz. Lyrics and music by Sammy Cahn and Saul Chaplin. Produced by Irving Starr.

Plot: Rudy Vallee and Richard Lane are partners in a theatrical booking agency who quarrel over an ambitious girl with whom Lane is in love. This breaks up the partnership. Neither one can succeed alone, until a way is found to dispose of the girl and thus bring about the renewal of the partnership.

Comment: Columbia has a neat piece of musical entertainment in this one; a fast-moving comedy with plenty of appeal for all types of patrons. The cast, which includes Ann Miller, Rudy Vallee, Rosemary Lane, Allen Jenkins, Joan Merrill, Richard Lane, The Three Stooges, Brenda and Cobina, Six Hits and a Miss, Eddie Durant's Rhumba Orchestra and Glen Gray and his Casa Loma Band, gives a rough idea of the kind of entertainment it has to offer. Everyone listed above contribute their share to the fun. Several swell musical numbers are introduced and they blend into the story perfectly. Sidney Salkow's direction and Irving Starr's production are first class jobs in every respect. The lineup of top names in the cast should help your advance exploitation. Just pick out the ones that are popular in your community and give them an added plug. Recordings of the song numbers could be used for street ballyhoo.

Catchline: "A musical treat for the ears and the feet."

Angels With Broken Wings

(Hollywood Preview)

Republic **Comedy-Drama** **72 mins.**

(Prod. No. 16, Nat'l Release, May 27)

AUDIENCE SLANT: (Family) Okay for the small town and neighborhood audiences.

BOX OFICE SLANT: Will need a strong supporting feature to put it over. Just average program fare.

Cast: Binnie Barnes, Gilbert Roland, Mary Lee, Billy Gilbert, Jane Frazee, Edward Norris, Katharine Alexander, Leo Gorcey, Lois Ranson, Leni Lynn, Marilyn Hare, Sidney Blackmer, Tom Kennedy. **Credits:** Directed by Bernard Vorhaus. Original story by George Carleton Brown. Screenplay by George Carleton Brown and Bradford Ropes. Photographed by Ernest Miller. Film editor, Edward Mann. Musical director, Cy Feuer. Associate producer, Albert J. Cohen.

Plot: The three grown daughters of a charming widow find a way to help their mother get the man she loves out of the clutches of an unscrupulous gold digger, his former wife.

Comment: Although this picture turns out to be good fare for the family trade, it fails to hit its intended mark. It was supposed to be a showcase for the studio's young talent, but the kids never get a chance to show anything worth mentioning, because they are given so little to do. For the most part, it has Billy Gilbert doing the same routines picture audiences have seen hundreds of times before. Other adult roles are handled by Binnie Barnes, Edward Norris, Gilbert Roland, Sidney Blackmer and Katharine Alexander, with Roland stealing the show in what could almost be called a bit part. The youngsters are Mary Lee, Jane Frazee, Lois Ranson, Leni Lynn and Marilyn Hare and they all seem to have been left out in the shuffle. In its favor are the swell production values contributed by Albert J. Cohen and the technical staff. Some additional editing would improve the entertainment value. Best running spot would be in the neighborhood houses, with a strong supporting feature. The title has possibilities for teaser ads. Check pressbook for tie-ups.

Catchline: "Getting mother married."

Legion of Decency Ratings

(For Week Ending June 7)

SUITABLE FOR GENERAL PATRONAGE

Cyclone on Horseback

The Reluctant Dragon

SUITABLE FOR ADULTS ONLY

The Bride Came C.O.D.

Passage From Hongkong

Warner Bros. **Mystery** **61 mins.**

(Prod. No. Not Set—Nat'l Release, June 21)

AUDIENCE SLANT: (Family) Unconvincing plot and lack of names will hurt the word-of-mouth.

BOX OFFICE SLANT: Business is likely to depend wholly on the top feature on the same bill.

Cast: Lucile Fairbanks, Keith Douglas, Paul Cavanagh, Richard Ainley, Marjorie Gateson, Gloria Holden, Lumsden Hare, Tom Stevenson, Boyd Irwin, Chester Gan. **Credits:** Directed by D. Ross Lederman. Screenplay by Fred Niblo, Jr. from a story by Earl Derr Biggers. Director of photography, Allen G. Siegler. Art director, Charles Novi. Dialogue director, Frank Fox. Film editor, Frederick Richards.

Plot: Lucile Fairbanks and her aunt are stranded in Hongkong unable to get passage home. Douglas tries to meet her but she only allows him to write a daily letter. He does so, building up an enormous series of events culminating in murder. Then as she is about to call for help for him, she finds he is a mystery story writer. So she arranges with the police to have him arrested. All ends well, but not until he has had the worst scare of his life.

Comment: Hardly worthy of the Warner label, this picture with its lack of box office names and rather unconvincing plot, will need plenty of help from the top feature on the same program. Douglas overacts considerably and is likely to get on the nerves of some of the audience. The other performances are just fair, and direction could have been improved considerably. In a chase through the streets of Hongkong, the scenery looks suspiciously like that of the environs of Los Angeles. Sell it from the Chinese angle with Oriental ballyhoos, tie-ups with stores selling Oriental merchandise, etc.

Catchline: "A beautiful stranger challenges the mystery of today's secrets of the East."

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The Reluctant Dragon

(Part Technicolor)

RKO-Radio **Comedy-Cartoon** **73 mins.**

(Prod. No. 191—Nat'l Release, June 6)

AUDIENCE SLANT: (Family) This revolutionary entertainment, combining real situations with animated cartoons, should be received enthusiastically everywhere.

BOX OFFICE SLANT: It should score successfully, especially for showmen who, realizing its potent exploitation angles, go the limit in selling it.

Cast: Robert Benchley, Frances Gifford, Nana Bryant, Barnett Parker, Buddy Pepper, Claud Allister, Billy Lee, Florence Gill, Clarence Nash, Norm Ferguson, Ward Kimball, Jimmy Luske, Alan Ladd, Truman Woodworth, Hamilton MacFadden, Maurice Murphy and the staff of the Walt Disney Studio. **Credits:** Produced by Walt Disney. Directed by Alfred L. Werker. Screenplay by Ted Sears, Al Perkins, Larry Clemmons, Bill Cottrell. Additional dialogue, Robert Benchley, Harry Clork. Director of photography, Bert Glennon. Art direction, Gordon Wiles. Musical score, Frank Churchill, Larry Morey. Technicolor sequences photographed by Winton Hoch. Cartoon sequences directed by Hamilton Luske. Story—"Reluctant Dragon" sequence—Ed Penner, T. Hee; "Baby Weems" sequence, Joe Grant, Dick Huemer, John P. Miller. Cartoon art direction, Ken Anderson, Hugh Hennesy, Charles Philippi. Special effects, Ub Iwerks, Joshua L. Meador. Film editor, Paul Weatherwax.

Plot: Urged by his wife to try to persuade Walt Disney to produce Kenneth Grahame's short story, "The Reluctant Dragon," Robert Benchley visits the studio, blunders into the sound effects stage, finds himself present for a recording session, wanders into an art class, visits the camera department, finally meets Walt in the projection room only to learn that the producer is screening his latest cartoon, "The Reluctant Dragon." Later, on the way home, Benchley's spouse scolds him for not having thought of the idea sooner.

Comment: Revolutionary and amazing, Walt Disney's new triumph is utterly unlike anything he has ever produced. In simple terms, it is a trip through the huge Disney studios, with the audience accompanying Benchley on his sight-seeing tour. But the clever manner in which real situations have been blended with cartoon sequences and in which a studio tour has been given story treatment make this production a delightful and absorbing screen experience for moviegoers of all ages. For the first time, the innermost secrets of cartoon production are revealed and prove just as engrossing as the most exciting melodrama ever made. And the cartoon sequences themselves are in the Disney tradition, marked by dexterous story and animation treatment, especially in the case of the "Dragon" sequence. Undoubtedly the film will score heavily with audiences everywhere. Its box office potentialities loom high, provided showmen back it with a live-wire campaign in which the film's unique and amazing qualities are impressed on the public.

Catchline: "A giant show packed with laughs, novelty, charm, thrills and excitement."

Glossary of Film Industry Trade Terms

This glossary of various film trade terms gives definitions from a number of sources. The matter of definitions has come up importantly in many recent instances, not only in lawsuits but also in arbitration cases filed under the consent decree. Legal decisions, insofar as such concern definitions, are not necessarily binding on the arbitrators, who in this respect are bound only by the relatively few definitions in the decree itself. However, there must be definition of the terms in such cases, in view of the fact that arbitrators were chosen because of their unfamiliarity with the industry and its practices. It will be noted that certain definitions have been approved by both plaintiffs and defendants, while others are disputed. Sources from which the definitions have been quoted are listed below.

A

AFFILIATED EXHIBITOR:—By the term "affiliated exhibitor" reference is made to an exhibitor engaged in the business of operating a motion picture theatre which is owned, controlled, or managed by a major producer or distributor, or in which a major producer or distributor has a financial interest in the ownership, control or management thereof. (Source, Complaint, United States vs. Paramount Pictures, et al.)

An exhibitor who is engaged in the business of operating a motion picture theatre which is managed by, or the operation of which is controlled by a producer-exhibitor defendant herein or by a subsidiary which is controlled by a producer-exhibitor defendant herein, is sometimes referred to as an affiliated theatre. (Source, Answer of RKO Radio Pictures, et al.)

AFFILIATED THEATRE:—This is a theatre owned, controlled or managed by a major producer or distributor, or in which a producer or distributor has a financial interest in the ownership, control or management thereof. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A theatre which is managed by, or the operation of which is controlled by a producer-exhibitor defendant herein, or by a subsidiary which is controlled by a producer-exhibitor defendant herein, is sometimes referred to as an affiliated theatre. (Source, Answer of RKO Radio Pictures, Inc., et al.)

B

BLIND SELLING:—Films are leased before they are produced and without opportunity for the exhibitor to ascertain the content of such films, a trade practice sometimes known as "blind selling." (Source, Neely Bill S-280 as passed by the Senate.)

BLOCK:—A block of motion pictures is a number of pictures grouped together for licensing. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition disputed by defendants.

BLOCK BOOKING:—The contracting by the distributors with an exhibitor for a whole season's output, with minor exceptions.
(Source, U. S. District Judge W. Alvin Chesnut, Westway Theatre, Inc. vs. Twentieth Century-Fox Film Corp. et al.)

Block Booking is the simultaneous licensing of a number of pictures to exhibitors for exhibition, the pictures being offered together and the aggregate price for all of the pictures being dependent upon the quantity taken by the exhibitor, and requiring the exhibitor to contract for all of the pictures offered in order to get any of them. (Source, Complaint, United States vs. Paramount Pictures, et al.)

Exhibitors are required to lease all or a specified number of an offered group of films in order to obtain any individual desired film or films in the group, a trade practice sometimes known as "compulsory block booking." (Source, Neely Bill S-280 as passed by the Senate.)

Block booking is sometimes used by some persons to describe the act of entering into a license agreement wherein a number of motion pictures, usually to be produced in the future, are simultaneously licensed to an exhibitor, the pictures being offered together. (Source, Answer of RKO Radio Pictures, Inc. et al.)

The term "block booking" is sometimes used by some persons to denote the simultaneous licensing for exhibition of more than one picture. (Source, Answer of Warner Bros. Pictures, et al.)

BOOKING:—Booking is an arrangement between distributor and exhibitor whereby playing dates are determined and fixed for the showing of pictures which have been licensed for exhibition. The term sometimes loosely used in the sense of licensing pictures or entering into licensing agreements for the exhibition of pictures. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

C

CLEARANCE:—Clearance means the period of time, fixed by agreement between a distributor and an exhibitor, prior to the expiration of which a feature licensed for prior exhibition in a theatre may not be exhibited in another theatre or theatres. (Source, Consent Decree.)

The time when the particular licensed exhibitor is permitted to show the picture is called the "run" and the interval of time thereafter during which the owner of the film agrees that other exhibitors shall not be permitted to exhibit the film is called the "clearance." (Source, Opinion of W. Alvin Chesnut, U. S. District Judge in Westway Theatre, Inc. vs. Twentieth Century-Fox Film Corp. et al.)

"Clearance" denotes a period of time between the completion of a showing of a picture in one theatre and the beginning of a showing in a subsequent-run theatre. (Source, Complaint, United States vs. Paramount Pictures, et al.)

The interval of time, if any, which elapses between the last day of a prior run and the first day of a next or subsequent run of the same picture is known as "clearance." (Source, U. S. District Judge Holly, Gary Theatre Co. vs. Columbia Pictures Corp., et al.)

Sources Quoted

Complaint, United States vs. Paramount Pictures et al and answers thereto

U. S. District Court Judge W. Alvin Chesnut, Westway Theatre, Inc. vs. Twentieth Century-Fox Film Corp. et al

Consent Decree, United States vs. Paramount Pictures, et al

U. S. District Judge Holly, Gary Theatre Co. vs. Columbia Pictures Corp. et al

S-3735 Introduced in the Senate by U. S. Senator Matthew M. Neely of West Virginia

Supreme Court Justice Harlan F. Stone, Interstate Circuit, et al vs. United States

Neely Bill S-280 as passed by the Senate

D

DAY AND DATE:—In general, the right to exhibit a picture first run is granted exclusively to a single theatre, whereas in each succeeding run the licenses granted by the distributor are less exclusive, permitting neighborhood theatres in different parts of a competitive area to exhibit the same picture in the same run or, according to the phrase used in the industry, day and date with each other. (Source, U. S. District Judge Holly, Gary Theatre Co. vs. Columbia Pictures, et al.)

DISTRIBUTOR:—The term "distributor" includes any person who engages or contracts to engage in the distribution of motion-picture films in commerce, whether as seller, lessor or licensor, and whether the distribution is effected by means of sale, lease, license, contract, or any other type of agreement, whereby the film is supplied for public distribution. (Source, Neely Bill, S-3735.)

A distributor is a person, firm or corporation engaged in the business of licensing the exhibition of motion pictures and distributing the positive prints of these motion pictures to the exhibitors whom it licenses to exhibit them. (Source, Complaint, United States vs. Paramount Pictures, et el.) Definition accepted by defendants.

DOUBLE FEATURE PROGRAM:—A double feature program is composed of the exhibition of two feature-length films on one program for a single admission price. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

E

EXCHANGE:—An exchange is an office maintained by a distributor for the purpose of soliciting contracts for the exhibition of its pictures in theatres situated throughout the territory surrounding the exchange, and for the physical distribution of such films throughout this territory. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

EXHIBITOR:—Exhibitor means any individual, partnership, unincorporated association or corporation engaged in the public exhibition of motion pictures in a theatre or theatres for profit. (Source, Consent Decree.)

The term "exhibitor" includes without limitation, all persons, partnerships, associations and corporations engaged in the ownership or operation of theatres for the exhibition of motion pictures. (Source, Complaint, United States vs. Paramount Pictures, et al.)

The term "exhibitor" may be applied to all persons, associations, partnerships and corporations engaged in the operation of theatres for the exhibition of motion pictures. (Source, Answer of Warner Bros. Pictures, et al.)

(*Continued on Next Page*)

Glossary of Film Industry Trade Terms

F

FEATURE:—A feature motion picture is a motion picture approximately 5,000 feet, or more, in length. (Source, Consent Decree.)

A feature is any motion picture, the length of which is approximately four thousand feet (usually four reels) or more. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A feature is any motion picture, running 5,000 feet or more in length and whose running time for exhibition is generally 60 minutes or more. (Source, Answer of Loew's, Inc., et al.)

FEATURED PLAYER:—See Star.

FIRST RUN:—A first run is the initial exhibition of a motion picture in any zone, and the run which regularly grosses the largest returns for a given area. The run immediately following a pre-release run is often called a first run. The term has great latitude of meaning, because of indefiniteness of determination of the confines of the zone with reference to which the term may be used in particular instances. An exhibition of a picture may be a first run for a particular section of a city, though it has already been exhibited in another section of the same city, depending upon the limits which are placed upon the section in which it was first exhibited. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A "first run" is the initial exhibition of a motion picture in a zone, and is the run which generally grosses the largest returns in the zone. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

First run is the first exhibition of a motion picture in a given area after general release. (Source, Answer of Loew's, Inc., et al.)

FIRST-RUN NEIGHBORHOOD THEATRES:—First-run neighborhood theatres are theatres which are located in the residential or suburban areas of large cities and over which the first-run metropolitan theatres have protection or clearance. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A first run neighborhood theatre is a theatre located outside of the principal business section of the metropolitan area in which it is located. First run neighborhood theatres generally take clearance over subsequent run theatres in the same neighborhood. (Source, Answer of Loew's, Inc., et al.)

A first run neighborhood theatre is a motion picture theatre, located in a neighborhood removed from the main business or amusement center of a city which plays motion pictures first run, in the zone wherein it is located after the first run exhibition of such motion pictures in the main business or amusement area and "subsequent run neighborhood theatres" exhibit said pictures after the first run neighborhood theatres. (Source, Answer of Warner Bros., Inc., et al.)

FIRST RUN THEATRES:—First-run theatres are the theatres which enjoy, by contract or otherwise, the primary outlet or run of pictures in the communities in which they are located. In the larger cities and metropolitan areas, these first-run theatres are sometimes termed "metropolitan first-run theatres." (Source, Complaint, United States vs. Paramount Pictures, et al.)

A first run theatre is a theatre which, by virtue of a contract between the exhibitor and a distributor, exhibits motion pictures licensed by such distributor to such exhibitor on their first run in that particular area in which the theatre is located. (Source, Answer of Loew's, Inc., et al.)

First run theatres are those which exhibit motion pictures first in the respective zones in which they are located, and in the larger cities these first run theatres may sometimes be termed "metropolitan first run theatres." (Source, Answer of Warner Bros. Pictures, Inc., et al.)

A first-run theatre is one in which a picture is first exhibited in any given locality. (Source, Supreme Court Justice Stone, Interstate Circuit, et al vs. United States.)

FOREIGNS:—Foreigns are features produced outside of the United States except such as are produced in the English language by the distributor or a subsidiary or affiliate thereof. (Source, Consent Decree.)

FRANCHISE:—The term "franchise" is capable of general definition only. It is an exclusive right and duty to exhibit and/or distribute, throughout a specified territory all the pictures produced, purchased or distributed by any company, which right and duty is created by contract between such company and the franchise holder. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition disputed by some defendants.

I

INDEPENDENT DISTRIBUTOR:—A distributor who is not in any way affiliated with the major distributors. (Source, Complaint, United States vs. Paramount Pictures, et al.)

The term independent distributor as defined above is sometimes loosely used by some persons. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

INDEPENDENT EXHIBITOR:—An independent exhibitor, as used in this Section, is one wholly independent of any circuit of more than five theatres and not affiliated by stock ownership, common ownership, common buying or otherwise with a circuit of more than five theatres and whose licenses are not negotiated by a buying combine or common buying agent negotiating for five or more theatres. (Source, Footnote to Section X, Consent Decree.)

INDEPENDENT PRODUCER:—A producer who is not in any way affiliated with the major producers. (Source, Complaint, United States vs. Paramount Pictures, et al.)

The term "independent producer" as defined above is sometimes loosely used by some persons. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

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K

KEY CITY:—The term "key city" is not capable of exact definition. It is used in the trade to denote a city (a) in which the best motion pictures are regularly given first-run exhibition, and gross their largest returns, in the district in which such city is located, (b) which is of such size that the exhibition of a picture in a first-class first-run theatre situated in it advertises such picture among the exhibitors and the motion picture public throughout the district in which such city is located, and (c) in which companies distributing motion pictures maintain exchanges. Generally speaking, each key city (no matter which definition of the term is adopted) has a population of 25,000 or more. Estimates as to the number of key cities in the United States vary from 50 to 200. Obviously, whether any city is a key city in the first or second sense is a question of opinion and degree. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A city of such a size that the exhibition of a motion picture therein advertises such motion picture among the exhibitors and the public in district wherein the city is located and that said cities include among others the cities in which Vitagraph, Inc. maintains exchanges. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

Note—The definition is also disputed by RKO Radio Pictures, Inc., which avers that it considers some 800 cities as key cities and that many of them do not have a population of 25,000 or more.

L

LICENSE:—License means (as a verb) to make an agreement, or (as a noun) an agreement, by which a distributor grants the right to exhibit a motion picture in any theatre engaged in the exhibition of motion pictures for profit. (Consent Decree.)

M

MAJOR DISTRIBUTOR:—A distributor who is one of the eight parent companies defendants herein. (Source, Complaint, United States vs. Paramount Pictures, et al.)

The term major distributor as defined above is sometimes loosely used by some persons, but said definition is not applicable exclusively to the eight companies mentioned. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

MAJOR PRODUCER:—A major producer is one of the eight parent companies defendants herein. (Source, Complaint, United States vs. Paramount Pictures, et al.) Strictly speaking, however, the defendant United Artists Corporation is a distributor rather than a producer.

The term "major producer" as defined above is sometimes loosely used by some persons but the said term is not applicable exclusively to the eight companies. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

MOTION PICTURE:—The "motion picture" consists of a number of minute photographs of moving objects taken at the rate of 15 or more pictures per second, the positive prints of which are projected upon a screen in rapid succession. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

MOTION PICTURE FILM:—The term "motion picture film" or "film" includes all motion-picture films (whether copyrighted or uncopyrighted), including positives and negatives, and copies or reproductions thereof, which films contain photoplays or other subjects and are produced for public exhibition. (Source, Neely Bill, S-3735.)

MOTION PICTURE INDUSTRY:—Upon the optical illusion of motion in pictures has been built, in a period of less than half a century, one of the nation's largest and most important industries. (Source, Complaint, United States vs. Paramount Pictures, et al.) Statement disputed by defendants.

MOTION PICTURE THEATRE:—The term "motion-picture theater" or "theater" includes any place in which motion pictures are publicly exhibited and to which an admission price is charged. (Source, Neely Bill, S-3735.)

N

NEGATIVE FILM:—Negative film is photographic stock which is used in a motion picture camera and upon which is recorded in reverse black and white relationship images of objects which appear in front of the camera. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

NEIGHBORHOOD HOUSE:—A "neighborhood house" is a motion picture theatre located in a residential neighborhood of a city, where there is little transient trade. (Source, Complaint, United States vs. Paramount Pictures, et al.)

The term "neighborhood house" as generally used in the motion picture industry denotes a motion picture theatre located in a neighborhood removed from the main business or amusement center of a city. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

The term neighborhood house refers to a motion picture theatre located out of the principal business section of the metropolitan area in which it is situated. (Source, Answer of RKO Radio Pictures, Inc., et al.)

P

POSITIVE FILM:—Positive film is photographic stock to which the images upon the negative film have been transferred in normal black and white relationship by a printing device. Positive film is used in projection machines which throw upon the screen the images on the film. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

PRE-RELEASE:—A "pre-release" is a public exhibition of a motion picture, prior to the date of its general release, usually given in legitimate theatres in one or more of the larger cities of the United States. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A pre-release exhibition of a motion picture is an exhibition in advance of the general release of such motion picture. (Source, Answer of Warner Bros. Pictures, et al, also of RKO Radio Pictures, et al.)

PRIORITY OF RUN:—The relationship between exhibitions in point of priority is known as "priority of run." (Source, U. S. District Judge

(*Continued on Next Page*)

Many Thanks to The Exhibitors of All The Americas



JUDY CANOVA

Glossary of Film Industry Trade Terms

Holly, Gary Theatre Co. vs. Columbia Pictures Corp., et al.)

PRODUCER:—The term "producer" includes any person who engages or contracts to engage in the production of motion-picture films for distribution in commerce either directly, or through a controlled or affiliated corporation, or by another person under contract or any other arrangement whatsoever. (Source, Neely Bill, S-3735.)

This term includes, without limitation, all persons, partnerships, associations and corporations who engage or contract to engage in the production of motion pictures. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

R

REEL:—A reel is the spindle upon which the motion picture film is wound, or, as more ordinarily used, designates approximately 1,000 feet of positive motion picture film wound upon a spindle. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A reel is the spindle upon which the motion picture film is wound, but a reel may designate approximately 1,000 feet or approximately 2,000 feet of positive motion picture film. (Source. Answer of Loew's, Inc., et al.)

The length of a reel is approximately 2,000 feet of film. (Source, Answer of RKO Radio Pictures, Inc., et al.)

RELEASE:—The term "release" is used in the motion picture industry to designate either a motion picture or the making of such picture available for distribution to exhibitors. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

RELEASE DATE:—This is the date upon which a motion picture is made available for distribution. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants.

ROAD SHOW:—Road showing is an exhibition at a theatre where a majority of the main floor seats for each evening performance are reserved and sold at an admission price of not less than one dollar. (Source, Consent Decree.)

A "road-show" is a form of pre-release, whereby pictures of exceptional merit are shown in various large metropolitan cities before being released nationally, and are usually shown in legitimate theatres at admission prices comparable to those charged for legitimate plays. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A road show is generally a showing of a motion picture in advance of national release date shown in a limited number of theatres, twice daily, with reserved seats, at admission prices higher than those customarily charged after the general release of the picture. (Source, Answer of Loew's, Inc., et al.)

The term "road show" is used to signify an exhibition of a motion picture in advance of its general release, usually twice daily, in a theatre with reserved seats, charging admission prices higher than those usually charged for the exhibition of such picture after its general release. (Source, Answer of RKO Radio Pictures, et al, also Warner Bros. Pictures, Inc., et al.)

RUN:—The time when the particular licensed exhibitor is permitted to show the picture is called the "run." (Source, U. S. District Judge W. Alvin Chesnut in Westway Theatre, Inc. vs. Twentieth Century-Fox Film Corp., et al.)

RUN BASIS:—For a first run, to a theatre in a given community with an exclusive right to show the photoplay for the first run for the licensed period, together with a clearance or intervention of time between the end of that exhibition and the next exhibition in said community; for a second run to a theatre (or theatres, if there be more than one second run in said community) with exclusivity of run together with clearance as against the so-called third run and all other subsequent runs and in like manner with such exclusivity, and such clearance and down to the last run of said photoplay in said community. (Source, U. S. District Judge W. Alvin Chesnut in Westway Theatre, Inc. vs. Twentieth Century-Fox Film Corp., et al.)

S

SEASON:—A motion picture season means the period from September 1 of one year to August 31 of the next year. (Source, Consent Decree.)

The motion picture season is generally spoken of as covering the period from September 1 of one year to August 31 of the next. (Source, Complaint, United States vs. Paramount Pictures, et al.) Definition accepted by defendants except 20th Century-Fox Film Corp. whose season extends from August 1 of one year to July 31 of the following year.

SECOND RUN:—A second run is the exhibition of a motion picture in any zone next subsequent to its first run. (Source, Complaint, United States vs. Paramount Pictures, et al.)

Second run is an exhibition of a motion picture in a geographical area next subsequent to its first run exhibition. (Source, Answer of RKO Radio Pictures, Inc., et al.)

SECOND OR SUBSEQUENT RUN THEATRES:—Second- or subsequent-run theatres are the theatres having the right or privilege of showing pictures on second or subsequent runs in the respective communities where they are located. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A subsequent-run theatre is one in which there is a subsequent exhibition of the same picture in the same locality. (See first-run.) (Source, U. S. Supreme Court Justice Stone, Interstate Circuit, et al vs. United States.)

A second or subsequent run theatre is a theatre, which, by virtue of a contract between the exhibitor and a distributor, exhibits motion pictures

WESLEY RUGGLES
PRODUCER - DIRECTOR
"ARIZONA"
COLUMBIA
BERG - ALLENBERG
Exclusive Management
Current Assignment:
"YOU BELONG TO ME"

licensed by such distributor to such exhibitor on their second or subsequent run in that particular area in which the theatre is located. (Source, Answer of Loew's, Inc., et al.)

Subsequent run theatres are those which exhibit motion pictures after the first run theatres in the respective zones wherein they are located. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

SHOOTING GALLERY:—This is a term applied to a poorly equipped motion picture theatre which has been converted into such from a store or other commercial building and in which cheap, melodramatic pictures, such as westerns, are exhibited. (Source, Complaint, United States vs. Paramount Pictures, et al.)

The term "shooting gallery" applies to a poorly equipped motion picture theatre. (Source, Answer of RKO Radio Pictures, Inc., et al, also of Loew's, Inc., et al.)

SHORT SUBJECT:—Short subject is a motion picture the length of which is less than four thousand feet (four reels). (Source, Complaint, United States vs. Paramount Pictures, et al.)

A short subject is a motion picture generally consisting of one or two reels (of approximately 1,000 feet per reel) the running time for the exhibition of which is generally from eight minutes for a one reel subject to 20 minutes for a two reel subject. (Source, Answer of Loew's, Inc., et al.)

SINGLE FEATURE PROGRAM:—A single feature program is ordinarily composed of a single film of feature length accompanied by other entertainment, either in the form of short subjects and newsreels or, sometimes, vaudeville. (Source, Complaint, United States vs. Paramount Pictures, et al.)

SPECIAL FEATURE:—For the purposes of this Section, a special feature means a feature which for a period of time is exhibited at generally advanced first-run admission prices. (Source, Section VIII, Consent Decree.)

STAR:—A star is a motion picture actor or actress who is especially popular among the motion picture public and who is featured in the pictures in which he or she appears. (Source, Complaint, United States vs. Paramount Pictures, et al.)

The term "star" is used in the industry to designate a performer, who in the judgment of the producer has attained such popularity, or drawing power with the public, independent of the photoplay in which such performer appears, as to justify the display of the name of such performer on the film and in the advertising or billing of same in a manner at least as conspicuous as the announcement of the title thereof, such name being generally displayed ahead of the title to distinguish such performer from "featured players" which latter term is used in the industry to designate those performers, also having a drawing power with the public but in a lesser degree, whose names usually follow the title of the photoplay immediately preceded by the word "with." (Source, Answer of Loew's, Inc., et al.)

SUBSEQUENT RUN:—A repeat or subsequent run is any exhibition of a motion picture in a zone subsequent to its first run therein. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A subsequent run is any exhibition of a motion picture in a given area, subsequent to the first run of that picture. (Source, Answer of Loew's, Inc., et al.)

The term subsequent run is often used to describe the exhibition of a motion picture in an area subsequent to its first exhibition therein. (Source, Answer of RKO Radio Pictures, Inc., et al.)

A subsequent run is the exhibition of a motion picture in a zone subsequent to its first run therein. (Source, Answer of Warner Bros. Pictures, Inc., et al.)

SUBSEQUENT-RUN NEIGHBORHOOD THEATRES:—Subsequent-run neighborhood theatres are theatres located in the residential or suburban parts of large cities and which are subject to protection enjoyed by first-run theatres. (Source, Complaint, United States vs. Paramount Pictures, et al.)

Also see "First Run Neighborhood Theatres."

T

TRADE PUBLICATION:—Trade publication means a daily or weekly newspaper or magazine which is devoted primarily to news concerning the motion picture industry. (Source, Consent Decree.)

TRADE SHOWING:—A trade showing is an exhibition of a feature at a theatre or projection room for the benefit of exhibitors generally. (Source, Consent Decree.)

U

UNAFFILIATED THEATRE:—This is a term applying to an exhibitor engaged in the business of operating a motion picture theatre the business of which is not owned, controlled or managed by any major producer or distributor, or in which no producer or distributor has any financial interest. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A theatre which is not managed by, or the operation of which is not controlled by a producer-exhibitor defendant herein nor by a subsidiary which is controlled by a producer-exhibitor defendant herein, is sometimes referred to as an unaffiliated theatre. (Source, Answer of RKO Radio Pictures, Inc., et al.)

W

WESTERN:—Westerns are those western pictures which are not of the usual character and type of, and are inexpensively produced as compared with, the distributor's general line of features. (Source, Consent Decree.)

A western picture is a feature motion picture which deals with life upon the western frontier of the United States, generally depicting the dangers and adventures of the lives of cowboys, Indians or miners, or other inhabitants of those areas. (Source, Complaint, United States vs. Paramount Pictures, et al.)

A Western picture is a particular kind of a feature motion picture which generally deals with life in the Western portion of the United States and generally depicts the dangers and adventures in the lives of cowboys, Indians or miners or other inhabitants of that area, which picture is not of the usual character and type of, and is inexpensively produced as compared with the regular features of a distributor. (Source, Answer of Loew's, Inc., et al.)

ROY DEL RUTH

DIRECTOR

Current Assignment

"THE CHOCOLATE SOLDIER"

METRO-GOLDWYN-MAYER

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

Nat Beier Entertains Wife and Son; Jimmy Balmer Off Sick List; His Secretary To Become a Bride

Dave Miller, District Manager for Universal, was a visitor in Pittsburgh last week.

Barker Nat Beier entertained his wife and son in Pittsburgh over the Decoration Day week-end. Mrs. Beier will make Pittsburgh her permanent residence in the fall.

Barker Harold Lund is sporting a new Buick convertible.

Jimmy Balmer is back at his desk after having been on the sick list for several days. Miss Peggy Joyce, his secretary, is resigning her position to become the bride of Frank Wagner on June 17.

Frank Braden, advance man for Ringling Brothers Circus, and Charles Levy, RKO publicity man who was in Pittsburgh for the preview of "Sunny," were visitors at the club this past week. Hal LeRoy, currently playing the Yacht Club, was the guest of Jackie Heller at the club. Norman Fier of New York was another visitor at the club last week.

Mort and Art England entertained in honor of Miss Leona Weinstein at the club rooms on Sunday.

Tent No. 2—Columbus

Barkers are mourning the loss of William "Billy" James, charter member and one of the "grand old men" of show business in Columbus.

Hugh Gooding has been promoted to a First Lieutenancy at Camp Hulen, Texas.

The "Hawaiian Nights" party recently was a great success. The club looked like a section of Waikiki Beach, complete with moon, palms and cutouts of Dorothy Lamour in sarong and a few evergreens, the latter items from Russ Bovim's storeroom at Loew's Ohio.

Tent No. 3—Cincinnati

Employees Garbed in Canary Yellow; Picnic Planned for Late June; Mike Greenberg Heads Committee

Canary yellow is the new color in which the employees of the local Tent sprouted the other day. This is their summer uniform, and if the effect was for coolness then the house committee succeeded to the fullest degree. Now with the yellow of the boys' clothes and the cherry red, sky blue and oyster white scheme of the clubrooms the Tent is a veritable house of colors.

There will be a picnic the end of this month. The exact date and place to be held will be announced in a few days as will the many exciting special events to be held at the affair. The picnic is in charge of Mike Greenberg with Andy Niedenthal and several others assisting him. With this committee making the arrangements the thing should prove a huge success.

Tracy Barnham, the Hamilton, Ohio, movie mogul, is still taking punishment at the Red games. He thinks they will win the pennant. We only hope they will.

Harry Silver, of the Palace in Hamilton, who has been quite ill, is feeling almost his old self again and the wishes of his legion of friends are that he will entirely recover soon.

Andy Niedenthal who recently purchased a new home in the Bond Hill sector is now building a barbecue pit in his back yard so that his Rosie may cook the delectable ribs which she does to the queen's taste. Incidentally Andy has leased out his Belvedere Theatre for a period of one year.

Tent No. 5—Detroit

All-Industry Picnic Planned for Sweepstakes; Many Seek to Join Tent; F. A. Schneider Recovering

A definite date has not been picked as yet for the two big events of the summer season—the Golf Tournament, and the Sweepstakes. The latter will be an All-Industry Picnic, with Barkers urging everyone connected with the film industry—especially non-members—to attend.

Detroit Tent membership is really a much-sought goal, by the way. There are plenty of people, not connected with show business, who have wanted to join, but were not eligible—and now we hear of a lady prominent in show business in her own right here who was a bit piqued because there was no way for her to join.

Death struck again in this Tent, after the passing of Mrs. Arthur D. Knapp two weeks ago. Mrs. James West, whose husband is staff photographer for *Variety*—he did the pictures for the program of the 1939 Detroit national convention—passed away on Monday. In poor health for some time, she had been seriously ill about a week. Interment was at Cleburne, Texas. Services were held here Monday night.

Fred Bonnem, dynamic Michigan salesman for two decades, has joined Universal, and will handle the eastern Michigan territory for that exchange.

F. A. Schneider, of the Stratford, who suffered a stroke at the Atlantic City convention, and was brought home the second day by his associate, Adrian D. Rosen, is reported convalescing nicely, sitting up, and about to come home in a few days. His daughter, Bernadette, is running the house now with her sister, Gertrude.

Tent No. 6—Cleveland

Chief Barker Bert M. Stearn announced that Tent No. 6 will have its golf tournament on June 20th at the Aurora Country Club. Barker Freddy Meyers is General Chairman; Perry Essick and Jack Shulman will act as co-chairmen.

Inasmuch as last Friday was Decoration Day, the Club was closed over the weekend.



These Weren't Too Tight

Jules Levey figured that only a real man could fill the pair of "Tight Shoes" that he had made up to sell his Universal picture of that name. So George Tyson of the Harris Circuit was asked to present them to his boss, John Harris, National Chief Barker of the Variety Clubs.

Tent No. 10—Indianapolis

Auto Race Brings Throng to Headquarters; Shriners Expected in Two Weeks; Roy Churchill Resigns

The 500 mile race on Memorial Day attracted many thousands of people to Indianapolis and our Tent had the pleasure of being host to many Barkers and their friends on the night before the race. Variety Barkers from all over the country were among those who thronged Tent No. 10's headquarters.

In two weeks, Indianapolis will entertain the Shriners from all over the United States and Tent No. 10 expects to do its share in providing the well known Hoosier hospitality to the many Barkers who are also Shriners.

Barker Bill Sherman, salesman for Universal, has been promoted and transferred to Omaha, Nebraska. We hate to see Bill go but "congrats" are in order for his "upping."

Barker Roy Churchill, Manager of Indianapolis Branch for RKO, has resigned and is all set to take a rest.

Barker Manny Marcus of Ft. Wayne is moving to Indianapolis and we hope to see him regularly at the Club rooms from now on.

Something unusual happened in Indianapolis Sunday. Three downtown theatres went dark. The Indiana, Apollo and Fox Theatres closed their doors with the "Closed for the Season" sign being erected at the Indiana. Neighborhoods with good parking facilities and air conditioning seem to be doing an OK business, according to reports.

The Saturday night parties in the newly decorated, air conditioned club-rooms still attract a capacity crowd and with the swell stunts and floor show put on by Barker Carl Niesse, the crowd doesn't mind the bar closing at 1 A.M. to comply with the Indiana Liquor Law.

Tent No. 12—Minneapolis

Many Attend Steffes' Canal Opening; Bennie Berger Gets Dunked; Ben Ashe Visits; Numero on Draft Board

Quite a bunch of the boys were on hand last Thursday for the festivities on the estate of W. A. Steffes, former Chief Barker of the Twin City Variety Club, in connection with the dedication of a canal built by him to connect the two lakes on which the property fronts and the fresh water launching of the yacht brought by him from Florida. Most of the gang went in a chartered bus, but J. L. Stern, Charlie Weiner and some of the others motored. Among those who came from a considerable distance was Abram F. Myers, Allied States' counsel, from Washington, and Joe Paster from Chicago. Both are close friends of Al. A fine time was had by all, but the piece-de-resistance of the day occurred when Bennie Berger either fell or was toppled from a canoe into the water while cutting the strings in the canal to mark the formal dedication. Joe Paster was in the canoe with Bennie and might have had something to do with the ducking. In fact, there's a suspicion that the event had been cooked up in advance.

Ben Ashe, long an active club member, but now a resident of the State of Washington, visited the rooms en route back west from the Variety Clubs' National Convention in Atlantic City. Joe Numero, a member of the club, has been appointed to the Minneapolis draft board. Ed. Bellew, United Artists' exploiteer, is back from New York where he attended the funeral of his uncle and guardian. Bellew, who headquarters in Detroit, is a frequent club visitor on his week-ends around the Twin Cities.

Tent No. 13—Philadelphia

Five More Barkers Named to Paralysis Foundation; Chief Barker Levy Chairman of Planning Committee

Five representatives from Tent No. 13 have just been appointed to the Executive Committee of the Philadelphia Chapter of the National Foundation of Infantile Paralysis, now making a total of ten members, eight of whom are members of the local Variety Club. The list of Variety men on the committee now includes Leon Levy, James Clark, I. D. Levy, Frank McNamee, Jay Emanuel, Al Boyd, Charles Goldfine and Ted Schlanger.

Leon Levy, Chief Barker of Tent No. 13 and Chairman of the Planning Committee, will together with his associates make a study and issue a report for the appropriation and expenditure of funds for the coming year in Infantile Paralysis work. The committee recently held a meeting with Dr. John J. Shaw, Secretary of Health of the State of Pennsylvania, and several members of the Medical Committee of the Philadelphia Chapter of the National Foundation of Infantile Paralysis to discuss plans for the Variety Club charity work.

Tent No. 14—Milwaukee

Open House Gets Big Turnout; Farewell Party for Alperson; MacDonald Reports on National Convention

On Saturday night May 24, open house was held with a big turnout. As special guests we had Dave Appollon, Willie Shore, Ruth Petty, and other members of the cast playing at the Riverside Theatre. All of these fine performers entertained the barkers and their wives with their various specialties. A swell luncheon was served and everybody had a grand time. This party was held in the club rooms in the Schroeder Hotel.

A farewell party was tendered to Eddie Alperson at the Wisconsin Club. Eddie has left for New York where he becomes film buyer for RKO. He was presented a gift and was given a grand sendoff by his fellow barkers.

At the regular meeting held in the club rooms at the Schroeder Hotel last Monday the members heard a report from Chief Barker "Sonny" MacDonald of his trip to the National Convention at Atlantic City.

The new headquarters of Tent No. 14 are in the Wisconsin Hotel. They are going to be fixed up in grand shape and will be a better location.

Some plans for the summer are as follows: a party at the famous "Brown Bottle of the Schlitz Brewing Company; an orphans party for all of Milwaukee's orphans at the State Fair Park; and a golf tournament at the Tripoli Country Club.

Tent No. 18—Dayton

Tent's Baby Incubator Saves a Life; Hofferbert Projects Fight Pictures; Colonial Theatre Closes

A baby incubator recently presented by Tent No. 18 to St. Elizabeth Hospital was instrumental in saving the life of a baby, hospital attaches have notified the tent. A baby born outside the hospital was kept in the incubator for almost a month. The infant when placed there weighed but three and one-half pounds. It is now almost normal.

W. W. "Dutch" Hofferbert did the honors Monday night by running the motion picture projector as other club members sat by and enjoyed the pictures of the Louis-Baer fight. Last week, the Monday night party was devoted to a "report" on the convention. Barkers Harry Condron (the lad who stole the police patrol) and Paul Banker recounted their experiences.

Herb Byrd, who left by plane for Wyoming immediately after returning from the convention, is still out in the wild and wooly West. Although out there on business, Herb is probably finding enough time for a wee bit of fishing. Roy Wells is still keeping the roads hot commuting between Dayton and the "lakes."

The Colonial Theatre is closing this weekend for the summer. The Colonial has been running stage shows and pictures.

NOTICE

Framed, processed pictures of Barker, used for the cover of the journal of the recent convention in Atlantic City, are available at National Headquarters. The purchase price is $3.50 each. Address orders with remittance to: National Variety Clubs, William Penn Hotel, Pittsburgh, Pa.

Did You Make New Friends at the Convention in Atlantic City? Follow Their Activities Each Week on These Pages in SHOWMEN'S TRADE REVIEW

Tent No. 21—Atlanta

Tent Proud of Attendance Trophy; Monthly Meeting Set For June 9; Dean De Ovies Injured in Accident

The boys are rapidly getting settled back to normal after a great time in Atlantic City, and the attendance trophy which has been on display for a week in the window of a prominent Peachtree jewelry store is now back in the club rooms where it is receiving the attention it deserves. It's a right pretty piece of silver.

Attention Walter Winchell! If you are not so busy still trying to wage a one man war against Hitler and his bad boys you might print in your column the fact that the reason behind the reason as to why Johnny Rice our club steward did not attend the convention was because of a baby boy who arrived last Friday. Mother is doing fine but dad is still mixing up his liquid refreshments. This is Johnny's second son.

Monthly meeting for June was postponed from the 2nd to the 9th and some important matters are to come up.

Dean Raimundo De Ovies, well-known Episcopal churchman and chaplain of our tent was painfully but not seriously injured in an auto wreck last Saturday.

Judging from what we read on these pages about the baby club, Charlotte, it seems to be going places in a big way and its activities are being followed with great interest on the part of Atlanta Barkers, most of whom known all the Charlotte Barkers. Keep up the good work, Charlotte, and all best wishes.

Tent No. 24—Charlotte

Testimonial Farewell to Bob Ingram; MGM and Fox Hold Picnics; Trinchers of Kannapolis Are Visitors

Now that the boys have recovered from the Atlantic City Convention, activities are again to the fore in the local tent.

The highlight of the week was the testimonial and farewell dinner to Barker R. J. (Bob) Ingram, who departed for his new position as resident manager for Columbia in Atlanta. While this was not strictly a Variety Club affair practically all members attended the dinner given in his honor at the Hotel Charlotte. The food was not only good but the "gags" were actually funny. Barker Bill Conn of Gastonia, N. C., acted as Master of Ceremonies and really did his stuff. There was a large attendance and Bob was presented with a handsome luggage outfit.

The Metro and Fox Exchanges held picnics during the week. Employees from each had as their guests wives, husbands and sweethearts. No casualties reported.

The Sammy Trinchers from Kannapolis were again hosts at a luncheon for Mrs. Clay Kelly of Washington, D. C., Miss Edith Barbee of Kannapolis, Miss Vivian Walters of Concord and Mr. Richard Silver of Kannapolis.

Barker Johnny Bachman sponsored a visit from R. L. McCoy, Warner Bros. District Manager, representing Atlanta Tent No. 17 and Roy Palmer of New York.

Mrs. Anna Lee Bailey, wife of Tom Bailey, Metro salesman, threw a luncheon and bridge party for Mrs. Sara Holder, wife of Metro Booker, Max Holder, Mrs. Ethel Gilland, wife of L. R. (Jim) Gilland, Metro booker, and Mrs. Mary Jones, wife of Tom Jones, local Metro office manager.

Tickets are now being distributed for the Charity Golf Tournament and Dance to be held Monday, June 9th. Barker Jimmy Prichard, Chairman of the Entertainment Committee, promises many surprises for both affairs—he'd better make god.

Men Of Variety

"And a little child shall lead us."
—Variety Club Motto.

They're the men who bring you laughter in a world of war and woe
Where a lot of smiles are sadly overdue;
They can take you with their magic anywhere you want to go,
Even to the fleeting Land of Dreams Come True.

They're the men who share their bounty with the one who needs a friend.
Seeking no reward except, perhaps, a glance
From some youngster they've befriended and discovered in the end
Grew and flourished when at last he got a chance.

They're the men who make the heroes of the stages and the screens,
Yet eschew the spotlight's fickle, brazen glare;
They're content to seek the shadows for what earnest service means
To extend a hand to those for whom they care.

They're colossal, they're terrific, they are simply super-grand;
They are humble, they are helpful; full of soul.
And a little child shall lead them as they press on hand in hand
With a faith that ever leads them to The Goal.

ERNEST ROGERS.
Tent No. 21, Atlanta.

HERE'S HOW 1940-41 PROGRAMS STAND

COLUMBIA

COMPLETED

2001 Arizona
2002 Penny Serenade
2005 This Thing Called Love
2006 Adam Had Four Sons
2008 She Knew All the Answers
2011 They Dare Not Love
2012 Escape to Glory
2013 Her First Beau
2015 Blondie Goes Latin
2016 Blondie Plays Cupid
2018 So You Won't Talk?
2020 Naval Academy
2021 Lone Wolf Keeps a Date
2022 Lone Wolf Takes a Chance
2024 Ellery Queen, Master Detective
2025 Ellery Queen's Penthouse Mystery
2027 Meet Boston Blackie
2028 Devil Commands
2029 Face Behind the Mask
2030 Nobody's Children
2031 Great Plane Robbery
2032 Fugitive From a Prison Camp
2033 Phantom Submarine
2034 Great Swindle
2036 Under Age
2037 Big Boss
2038 Girls Under 21
2044 Missing Ten Days
2201 Durango Kid (W)
2202 West of Abilene (W)
2203 Thunder Frontier (W)
2204 Pinto Kid (W)
2205 Outlaws of the Panhandle (W)
2209 Prairie Schooners (W)
2210 Beyond the Sacramento (W)
2211 Wildcat of Tucson (W)
2212 Across the Sierras (W)
2213 North from the Lone Star (W)
2214 Return of Daniel Boone (W)
2215 Hands Across the Rockies (W)
Adventure in Washington
Time Out for Rhythm
Voice in the Night

BEING EDITED

Officer and the Lady
I Was a Prisoner on Devil's Island
Son of Davy Crockett (W)
Blondie in Society
Tillie the Toiler
Two Latins From Manhattan
Sweetheart of the Campus
Richest Man in Town
Ellery Queen and the Perfect Crime
King of Dodge City (W)
Two in a Taxi
Medico of Painted Spring (W)
Mystery Ship

IN PRODUCTION

Our Wife
Ladies in Retirement
Mr. Jordan Comes to Town
Texas
Tonight Belongs To Us
You'll Never Get Rich

METRO-GOLDWYN-MAYER

COMPLETED

101 Dr. Kildare Goes Home
102 Wyoming
103 Strike Up the Band
104 Haunted Honeymoon
105 Sky Murder
106 Dulcy
107 Third Finger, Left Hand
108 Escape
109 Hullaballoo
110 Bittersweet
111 Gallant Sons
112 Little Nellie Kelly
113 Comrade X
114 Go West
115 Dr. Kildare's Crisis
116 Keeping Company
117 Flight Command
118 Maisie Was a Lady
119 Philadelphia Story
120 Land of Liberty
121 Wild Man of Borneo
122 Come Live With Me
123 Blonde Inspiration
124 Bad Man
125 Trial of Mary Dugan
126 Andy Hardy's Private Secretary
127 Free and Easy
128 Rage in Heaven
129 The Penalty
130 Ziegfeld Girl
131 Washington Melodrama
132 Men of Boystown
133 People vs. Dr. Kildare
134 Love Crazy
135 I'll Wait For You
136 A Woman's Face
137 Billy the Kid

BEING EDITED

Dr. Jekyll and Mr. Hyde
Lady Be Good
The Big Store
They Met in Bombay
Blossoms in the Dust

IN PRODUCTION

Getaway
Barnacle Bill
Life Begins for Andy Hardy
Ringside Maisie
Smilin' Through
The Yearling
Young Americans
Honky-Tonk
Untitled Dr. Kildare

MONOGRAM

COMPLETED

The Ape
Drums of the Desert
Ol' Swimmin' Hole
Outsider
Orphans of the North
Range Busters (W)
That Gang of Mine
Trailin' Double Trouble(W)
Chamber of Horrors
Phantom of Chinatown
West of Pinto Basin (W)
Take Me Back to Oklahoma (W)
Her First Romance
Trail of the Silver Spur (W)
Pride of the Bowery
Rollin' Home to Texas (W)
You're Out of Luck
Prairie Schooldays (W)
Dead Man's Shoes
Flying Wild
Ridin' the Cherokee Trail (W)
Sign of the Wolf
Kid's Last Ride (W)
Roar of the Press
Tumbledown Ranch in Arizona (W)
Pioneers (W)
Silver Stallion
King of the Zombies
House of Mystery
Red Head

BEING EDITED

Wrangler's Roost (W)
Gang's All Here
Murder By Appointment

IN PRODUCTION

City Limits

PARAMOUNT

COMPLETED

4001 Rhythm on the River
4002 I Want a Divorce
4003 Rangers of Fortune
4004 The Quarterback
4005 Cherokee Strip
4006 Moon Over Burma
4007 Christmas in July
4008 Dancing on a Dime
4009 Arise My Love
4010 World in Flames
4011 Night at Earl Carroll's
4012 Texas Rangers Ride Again
4013 Love Thy Neighbor
4014 Second Chorus
4015 Victory
4016 Life With Henry
4017 You're the One
4018 Mad Doctor
4019 Virginia
4020 Monster and the Girl
4021 There's Magic in Music
4022 Lady Eve
4023 Las Vegas Nights
4024 Round-Up
4025 Road to Zanzibar
4026 Power Dive
4027 Reaching for the Sun
4028 I Wanted Wings
4029 One Night in Lisbon
4032 Caught in the Draft
4050 Three Men From Texas (W)
4051 Doomed Caravan (W)
4052 In Old Colorado (W)
4053 Border Vigilantes (W)
4054 Pirates on Horseback (W)
Kiss the Boys Goodbye

BEING EDITED

Shepherd of the Hills
New York Town
Buy Me That Town
Skylark
West Point Widow
Wide Open Town (W)
Great Man's Lady
Night of Jan. 16th
Hold Back the Dawn
Mr. Bug Goes to Town
Aloma of the South Seas
Parson of Panamint
World Premiere
Nothing But the Truth
Forced Landing
Henry Aldrich For President
Secret of the Wastelands (W)

IN PRODUCTION

Among the Living
World Premiere
Birth of the Blues
Sullivan's Travels
Bahama Passage
Sheik of Buffalo Butte (W)
Reap the Wild Wind

RKO-RADIO

COMPLETED

101 Men Against the Sky
102 Dreaming Out Loud
103 I'm Still Alive
104 They Knew What They Wanted
105 Villain Still Pursued Her
106 Too Many Girls
107 Laddie
108 You'll Find Out
109 Li'l Abner
110 Little Men
111 Mexican Spitfire Out West
112 Kitty Foyle
113 Remedy for Riches
114 No, No, Nanette
115 Let's Make Music
116 Saint in Palm Springs
117 Mr. and Mrs. Smith
118 Citizen Kane
119 Footlight Fever
120 A Girl, a Guy and a Gob
121 Play Girl
122 Devil and Miss Jones
123 Scattergood Baines
124 Melody for Three
125 Repent at Leisure
128 They Met in Argentina
131 Saint's Vacation
132 Scattergood Pulls the Strings
133 Sunny
161 Convoy
171 Ramparts We Watch
181 Wagon Train (W)
182 Fargo Kid (W)
183 Along the Rio Grande (W)
184 Robbers of the Range (W)
191 Reluctant Dragon

Complete Tabulation of 1940-41 Feature Releases

(Some 1941-42 Pictures Included)

	Sold	Com-pleted	Being Edited	In Prod.
Columbia	45	31	10	6
Westerns	16	12	3	—
MGM	52	37	5	9
Monogram	26	19	2	1
Westerns	24	11	1	—
Paramount	38	31	15	6
Westerns	6	5	2	1
RKO-Radio	53	36	11	7
Republic	28	20	2	2
Westerns	30	24	2	2
20th-Fox	52	44	10	5
United Artists	24	16	2	2
Universal	52	42	12	5
Westerns	7	5	3	3
Warner Bros.	48	38	13	5
TOTAL	501	371	93	54

RKO (Cont.)

BEING EDITED

126 Tom, Dick and Harry
129 Hurry, Charlie, Hurry
134 They Meet Again
185 Cyclone on Horseback
186 Dude Cowboy (W)
134 They Meet Again
Parachute Battalion
Father Takes a Wife
Before the Fact
Lady Scarface
Meet the Viking
My Life with Caroline

IN PRODUCTION

Bambi
Little Foxes
Devil and Daniel Webster
Mexican Spitfire's Baby
Look Who's Laughing
Unexpected Uncle
Untitled Western

REPUBLIC

COMPLETED

1 Hit Parade of 1941
2 Sis Hopkins
5 Melody and Moonlight
6 Who Killed Aunt Maggie?
7 Friendly Neighbors
8 Barnyard Follies
9 Behind the News
10 Arkansas Judge
11 A Man Betrayed
12 Mr. District Attorney
13 Rookies on Parade
14 Lady From Louisiana
15 Country Fair
16 Angels With Broken Wings
17 Girl From Havana
18 Meet the Missus
19 Bowery Boy
20 Petticoat Politics
21 Great Train Robbery
22 Gay Vagabond
41 Melody Ranch
43 Ride, Tenderfoot, Ride
44 Ridin' on a Rainbow
45 Back in the Saddle
46 Singing Hill
51 Colorado
52 Young Bill Hickok
53 Border Legion
54 Robin Hood of the Pecos
55 In Old Cheyenne
56 Sheriff of Tombstone
61 Oklahoma Renegades
62 Under Texas Skies
63 Trail Blazers
64 Lone Star Raiders
65 Prairie Pioneers
66 Pals of the Pecos
67 Saddlemates
71 Tulsa Kid
72 Frontier Vengeance
73 Texas Terrors
74 Wyoming Wildcat
75 Phantom Cowboy
76 Two Gun Sheriff
77 Desert Bandit

BEING EDITED 1940-41

3 Puddin' Head
57 Nevada City (W)
78 Kansas Cyclone (W)

IN PRODUCTION 1940-41

47 Under Fiesta Stars (W)
68 Gangs of Sonora (W)
4 Ice-Capades

BEING EDITED 1941-42

Mountain Moonlight

IN PRODUCTION 1941-42

Hurricane Smith

20th CENTURY-FOX

COMPLETED

101 The Man I Married
102 Street of Memories
103 Return of Frank James
104 Girl From Avenue A
105 Elsa Maxwell's Public Deb No. 1
106 Pier 13
107 Brigham Young—Frontiersman
108 Gay Cabellero
109 Young People
110 Charlie Chan at the Wax Museum
111 Great Profile
112 Bride Wore Crutches
113 Down Argentine Way
114 Night Train
115 Hudson's Bay
116 Yesterday's Heroes
117 Mark of Zorro
118 Charter Pilot
119 Youth Will Be Served
120 Tin Pan Alley
121 Murder Over New York
122 Jennie
123 Chad Hanna
124 Michael Shayne, Private Detective
125 Romance of the Rio Grande
126 Western Union
127 Girl in the News
128 Tall, Dark and Handsome
129 Ride Kelly Ride
130 Golden Hoofs
131 Scotland Yard
132 Murder Among Friends
132 Tobacco Road
134 Sleepers West
136 Dead Men Tell
137 That Night in Rio
138 Ride On, Vaquero
139 Mail Train
140 Great American Broadcast
141 Cowboy and the Blonde
142 Great Commandment
143 Blood and Sand
144 For Beauty's Sake
145 Very Young Lady

BEING EDITED 1940-41

146 Man Hunt
147 Moon Over Miami
135 Outlaw
148 Accent on Love
149 Dance Hall

BEING EDITED 1941-42

Sun Valley Serenade
Dressed to Kill
Last of the Duanes
Charlie Chan in Rio
Private Nurse

IN PRODUCTION 1941-42

Belle Starr
Yank in the R.A.F.
Charley's Aunt
Wild Geese Calling
Marry the Boss' Daughter

UNITED ARTISTS

COMPLETED

Foreign Correspondent (Wanger)
Long Voyage Home (Wanger)
Cheers for Miss Bishop (Rowland)
So Ends Our Night (Loew-Lewin)
Pastor Hall (Roosevelt)
Westerner (Goldwyn)
Great Dictator (Chaplin)
Thief of Bagdad (Korda)
Road Show (Roach)
Blackout (Corfield)
Son of Monte Cristo* (Small)
Topper Returns (Roach)
Pot O' Gold (Roosevelt)
That Uncertain Feeling (Lubitsch)
That Hamilton Woman (Korda)
Major Barbara (Pascal)

* 1939-40 *Program*

BEING EDITED

Broadway Limited (Roach)
New Wine (Gloria)

IN PRODUCTION

Illusions (Korda)
International Lady

UNIVERSAL

COMPLETED

5001 Spring Parade
5002 Back Street
5003 Nice Girl
5006 Hired Wife
5007 Seven Sinners
5008 Dark Streets of Cairo
5009 Buck Privates
5010 Bank Dick
5011 Flame of New Orleans
5012 Man Made Monster
5013 Argentine Nights
5014 Model Wife
5015 One Night in the Tropics
5016 Man Who Lost Himself
5017 A Little Bit of Heaven
5018 Invisible Woman
5019 Diamond Frontier
5020 Mummy's Hand
5021 Sandy Gets Her Man
5022 Six Lessons From Madame La Zonga
5023 Meet the Wildcat
5024 Slightly Tempted
5025 Give Us Wings
5026 Margie
5027 San Francisco Docks
5028 Black Cat
5030 Where Did You Get That Girl
5032 Meet the Chump
5033 Horror Island
5036 I'm Nobody's Sweetheart Now
5037 Double Date
5041 Mister Dynamite
5043 Lady From Cheyenne
5046 The Fugitive
5051 Leather Pushers
5052 Devil's Pipeline
5053 Lucky Devils
5054 Mutiny in the Arctic
5055 Men of the Timberlands
5057 Dangerous Game
5061 Ragtime Cowboy Joe (W)
5062 Law and Order (W)
5063 Pony Post (W)
5064 Boss of Bullion City (W)
5065 Bury Me Not on the Lone Prairie (W)
Too Many Blondes
In the Navy

BEING EDITED 1940-41

5066 Law of the Range (W)
5067 Rawhide Rangers (W)
Cracked Nuts
Hello Sucker
Unfinished Business
Tight Shoes
Bachelor Daddy
Oh Charlie
Hit the Road

BEING EDITED 1941-42

Big House Blues
Maid in Manhattan
Moonlight in Hawaii
Radio Revels of 1942
Flying Cadets
Man From Montana (W)

IN PRODUCTION 1940-41

I, James Lewis
Raiders of the Desert
San Antonio Rose

IN PRODUCTION 1941-42

Almost an Angel
Masked Cabellero (W)
Mob Town

WARNER BROTHERS

COMPLETED

500 Meet John Doe
501 Sea Wolf
502 Knute Rockne—All American
503 Four Mothers
504 Great Lie
506 City For Conquest
509 Footsteps in the Dark
510 Honeymoon for Three
511 Dispatch From Reuter's
512 Lady With Red Hair
513 South of Suez
514 Flight From Destiny
515 Great Mr. Nobody
516 Thieves Fall Out
519 Calling All Husbands
520 Father's Son
522 Shot in the Dark
524 Here Comes Happiness
525 Nurse's Secret
551 Santa Fe Trail
552 The Letter
554 No Time For Comedy
556 High Sierra
559 Strawberry Blonde
560 Wagons Roll at Night
561 Tugboat Annie Sails Again
562 East of the River
563 Singapore Woman
566 Affectionately Yours
567 Strange Alibi
568 Knockout
569 Father Is a Prince
570 Always a Bride
571 She Couldn't Say No
572 Case of the Black Parrot
573 Shadows on the Stairs
Passage From Hong Kong
Shining Victory

BEING EDITED

Kisses For Breakfast
Highway West
Bride Came C.O.D.
Three Sons O'Guns
Million Dollar Baby
Underground
Bad Men of Missouri
Dive Bomber
Manpower
Flight Patrol
Sergeant York
Bullets for O'Hara
Out of the Fog

IN PRODUCTION

Navy Blues
Law of the Tropics
Smiling Ghost
Nine Lives Are Not Enough
Maltese Falcon

Newspaper Ad Tieups, Window Displays, Headline N.Y. Campaign on 'Serenade'

Five important radio programs, five striking newspaper advertisement tie-ups, 386 window displays, and numerous other unusual promotional stunts featured the all-out campaign of Columbia's exploitation department in connection with the showing of "Penny Serenade" at the Radio City Music Hall.

Irene Dunne, co-starred with Cary Grant in the picture, appeared in two radio broadcasts. These were, "Your Happy Birthday" program (NBC-blue network) and "Friendship Bridge," on which British evacuated children speak to their parents in England, and are also heard in America (WMCA-WRUL).

She also poured pennies into a huge Chinese copper bowl to help launch the national China week for the United China Relief, and later invited the 12 British youngsters who appeared on the program to be her guests at the opening of "Penny Serenade."

Leading off this unusual tie-up ad campaign were two 1,200-line ads placed by R. H. Macy & Co., tieing in their line of bathinettes with the one used in the picture. These ads ran day-after-opening in the *New York Sun* and *World-Telegram.*

Davega, New York sporting-goods chain, placed two large ads on the Victor record tieup. One, 800 lines, ran in the *Daily News* day-after-opening; the other, 600 lines, appeared in *The New York Times.* A 775-line Lux Toilet Soap ad on Miss Dunne ran in the *Daily News* the day the picture opened. These five ads gave "Penny Serenade" extra newspaper circulation amounting to 2,250,000 in New York City alone. All plugged the Music Hall opening.

Other special radio plugs included a send-off on WEAF in connection with the Victor record tieup, one on the Kate Smith daytime show, and on the "Vox Pop" show, when Parks Johnson and Wally Butterworth gave away the camp chair used by Miss Dunne on the set while filming "Penny Serenade."

Among the 386 shop windows tied in to "Penny Serenade" were seven full displays, including an especially elaborate one in the Lower Broadway window of the Franklin Society for Home Building & Savings, which clocks 110,000 passersby per day. Florists and specialty shops in the busiest sections of midtown New York carried 75 colored 11 x 14's (stock item), each carrying a "Radio City Music Hall—Now Showing" snipe. And to top it off, 304 Victor record dealers turned over their windows to "Penny Serenade."

The faces of all envelopes emanating from the New York wholesaler of Victor records carried plugs for "Penny Serenade," as did 50,000 post-cards mailed out by this company to prospective purchasers of records. Added to all this was the regular Radio City Music Hall radio campaign, which included spot announcements on many stations in the Metropolitan area and the Music Hall's NBC Sunday Show.

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Advance Dope

DRESSED TO KILL (20th-Fox, 1941-42) **Mystery.** Rel. not set. **Principals:** Lloyd Nolan, Mary Beth Hughes, Sheila Ryan, William Demarest, Ben Carter. **Plot:** A double murder delays the wedding plans of Lloyd Nolan, detective. He sets out to solve the case and through a ruse gets the murderer to reveal himself. Then he has to straighten out matters with his bride-to-be. **Director,** Eugene Forde.

HURRICANE SMITH (Rep., 1941-42) **Drama.** Rel. not set. **Principals:** Ray Middleton, Jane Wyatt, J. Edward Bromberg, Harry Davenport, Henry Brandon. **Plot:** A cowboy finds himself accused of murder and robbery, when he comes to after having been knocked unconscious by the real culprit. On his way to prison, he encounters the man responsible for his predicament, so he escapes and sets out to right the wrong—with the help of the girl he loves. **Director,** Bernard Vorhaus.

CHARLEY'S AUNT (20th-Fox, 1941-42) **Comedy.** Rel. not set. **Principals:** Jack Benny, James Ellison, Kay Francis, Edmund Gwenn, Arleen Whelan, Laird Cregar. **Plot:** A college student, who has been taking ten years to finish a three year course, impersonates his roommate's aunt in order to chaperone the girls they have invited to tea. He is forced to evade the romantic attentions of the Proctor, since exposure would mean expulsion. **Director,** Archie Mayo.

SAN ANTONIO ROSE (Univ.) **Drama-with-Music.** Rel. June 20. **Principals:** Robert Paige, Jane Frazee, The Merry Macs, Eve Arden, Lon Chaney, Jr. **Plot:** A couple of entertainers meet a broken down band leader and his boys and make plans to open up a deserted roadhouse. Their plans are almost upset by two racketeers, but the reception accorded them by the customers cinches the entire matter. **Director,** Charles Lamont.

LAW OF THE RANGE (Univ.) **Western.** Rel. June 20. **Principals:** Johnny Mack Brown, Fuzzy Knight, Nell O'Day, Roy Harris. **Plot:** Story of the family feud between a valorous deputy sheriff and the "Wolverine Kid." The Kid hires out to sheepmen to steal the cattlemen's range land, but the plot is eventually defeated. **Director,** Ray Taylor.

GANGS OF SONORA (Rep.) **Western.** Rel. not set. **Principals:** Bob Livingston, Bob Steele, Rufe Davis, June Johnson. **Plot:** The Commissioner of Wyoming Territory is making use of his high office to institute a reign of terror and enrich himself. The Three Mesquiteers arrive in time to prevent the lynching of an innocent man, by exposing the real criminal. **Director,** Jack English.

MURDER BY APPOINTMENT (Mono.) **Mystery.** Rel. June 30. **Principals:** Wallace Ford, Marian Marsh, Sarah Padden, George Guhl, Gavin Gordon. **Plot:** A wealthy spinster finds a way to get even with the relatives who have been trying to have her committed to an institution as mentally unfit. **Director,** Phil Rosen.

I, JAMES LEWIS (Univ.) **Period Drama.** Rel. June 25. **Principals:** Franchot Tone, Walter Brennan, John Carroll, Carol Bruce, Nigel Bruce, Leo G. Carroll. **Plot:** In the year 1810, a ship leaves New York on a dangerous fur-trading expedition. A girl stowaway is found on board. When Indians threaten their lives, the captain blows up the ship, and himself, so that the others may escape. **Producer-Director,** Frank Lloyd.

BIRTH OF THE BLUES (Para.) **Musical.** Rel. not set. **Principals:** Bing Crosby, Mary Martin, Brian Donlevy, Carolyn Lee, Jack Teagarden's Orchestra. **Plot:** Backgrounded against the New Orleans of 1910, this is the story of the public's acceptance of music once believed to be "lowbrow." Woven into tale are thirteen songs ranging in age from twelve to forty years. **Director,** Victor Schertzinger.

UNDER FIESTA STARS (Rep.) **Western.** Rel. not set. **Principals:** Gene Autry, Smiley Burnette, George Cleveland, Maris Wrixon. **Plot:** A youthful rancher in a valley facing flood devastation unless reforestation is adopted, joins in with his fellow ranchmen in an effort to force the lumber people to plant new trees to replace the ones they cut down, and so save their land. **Director,** William Morgan.

SULLIVAN'S TRAVELS (Para.) **Comedy-Drama.** Rel. not set. **Principals:** Joel McCrea, Veronica Lake, Raymond Walburn, William Demarest, Franklin Pangborn. **Plot:** Story of the director of successful slapstick comedy who wants to direct a great, tragic social document. In seeking material he runs into things that make him realize that comedy far surpasses anything in helping the world to happiness. **Director,** Preston Sturges.

SECRET OF THE WASTELANDS (Para.) **Western.** Rel. not set. **Principals:** Bill Boyd, Brad King, Andy Clyde, Barbara Britton, Douglas Fowley. **Plot:** Hoppy and his pals attend an archeological expedition into the desert. There they discover a hidden Chinese settlement working a gold mine, so Hoppy helps them get the mine registered before it can be stolen from them by a crooked gang. **Director,** Derwin Abrahams.

Motorboat Parade Sets Town Talking About Brown's Feature

Did you ever stage a motorboat parade to sell a picture? Well, Roy Brown, city manager of the Evergreen Theatres in Aberdeen and Hoquiam, Wash., did on "Reaching For The Sun," and they're still talking about it.

The ballyhoo not only created word-of-mouth advertising, but it procured stories in the news section of *The Aberdeen World.*

COURTESY IN NEON

The problem of having the cashier say "thank you" to scores of patrons without appearing to be using double-talk, has been solved by the Fox Milwaukee downtown theatres with the installation of a neon "Thank You" sign in their box offices. The sign flashes on whenever a ticket is sold, thus making the patron feel that his patronage is appreciated. Anyone who has been around a box office during peak hours knows what a convenience the new "thank you" sign will be.

Saunders Ties In With Newsboys' Vacation

Add another to the list of goodwill activities of successful showmen.

Every year, Matt Saunders of Loew's Poli Theatre, Bridgeport, Conn., makes an arrangement with the *Bridgeport Post* whereby its carriers, sent to Washington for a two-day trip, are admitted free to Loew's Capitol and otherwise entertained.

"The newspaper considers this a great favor," Saunders explains, "and it gives the theatre a good opening for publicity on coming attractions."

While the boys were in Washington, this year, the genial Loew-Poli manager arrived and was given a strong ovation at the airport. With Carter Barron, Loew's division manager there, he took the boys to the theatre, sent a number of them backstage to be photographed with Ted Weems, who was appearing on the stage with his orchestra at the time. The theatre master-of-ceremonies called attention to the presence of the boys and Weems had his band play a special number for them.

Gets Front Page Story

This goodwill act of Saunders was responsible for a front-page story and a page of photographs in which he figured prominently. He is well liked by the newspaper staff members, and is the idol of the carrier boys.

While it may not be possible for other showmen to go as far as the Bridgeport manager does, nevertheless some sort of arrangement could be made whereby those showmen could at least partially sponsor a trip for the carrier boys to a nearby city or summer resort. Just think of those future publicity breaks!



Here's How a 24-Sheet Looks on a Street Car

Have you ever wondered how a 24-sheet looks as a street car ballyhoo? Well brother, it literally knocks their eyes out, and just for proof take a look at the car above which carried a poster on each side for three days in advance of the opening of Charlie Chaplin's United Artists release, "The Great Dictator," at the Madison Theatre, Peoria, Ill. Leonard Worley, city manager of the Madison, arranged the tieup.

Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Reissued
Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
Hell's Crossroads (D)A (Former title "Our Daily Bread")	Tom Keene-John Qualen		8/2/40	Reissued
Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
	Adventure in Washington(D)F	Herbert Marshall-Virginia Bruce	84	5/30/41	b5/31/41
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2037	Big Boss (D)A	Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
2013	Her First Beau (CD)F	Jane Withers-Jackie Cooper	76	5/8/41	b5/10/41
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
2020	Naval Academy (D)F	Jimmy Lyden-Fred. Bartholomew	67	5/22/41	b5/24/41
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2002	Penny Serenade (CD)F	Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles		5/7/41	a4/26/41
2008	She Knew All the Answers (D)A	Franchot Tone-Joan Bennett	85	5/15/41	b5/24/41
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
2011	They Dare Not Love (D)A	Martha Scott-George Brent	76	4/30/41	b5/3/41
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
2036	Under Age (D)A	Nan Grey-Alan Baxter-Tom Neal	60	4/26/41	b4/26/41
	Voice In the Night (D)	Clive Brook-Diana Wynyard	83	5/20/41	b4/19/41
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming

	Blondie in Society (C)	Penny Singleton-Arthur Lake	7/26/41	a5/24/41
	Ellery Queen and the Perfect Crime (My)	Ralph Bellamy-Margaret Lindsay		In Prod.
2215	Hands Across the Rockies(W)F	Bill Elliott-Dub Taylor	60 6/19/41	a4/26/41
	I Was a Prisoner on Devil's Island (D)	Sally Eilers-Donald Woods	6/30/41	a4/26/41
	King of Dodge City (W)	Bill Elliott-Tex Ritter		In Prod.
	Ladies in Retirement	Ida Lupino-Louis Hayward		In Prod.
2206	Medico of Painted Spring (W)	Chas. Starrett-Terry Walker	6/26/41	a5/24/41
	Mr. Jordan Comes to Town (FA)	Robt. Montgomery-Rita Johnson		In Prod.
	Mystery Ship	Lola Lane-Paul Kelly		
	Officer and the Lady (D)	Rochelle Hudson-Bruce Bennett	7/17/41	a4/26/41
	Our Wife (C)	Ruth Hussey-Melvyn Douglas		a5/31/41
	Richest Man in Town (D) (Former title "Obituary")	Frank Craven-Edgar Buchanan	6/12/41	a4/26/41
	Son of Davy Crockett (W)	Bill Elliott-Iris Meredith	7/30/41	a5/24/41
	Sweetheart of the Campus (MD) (Former title "Betty Co-Ed")	Ruby Keeler-Harriet Hilliard	6/26/41	a4/26/41
	Texas (PD)	William Holden-Glenn Ford		a5/31/41
	Tillie the Toiler (C)	Kay Harris-William Tracy		In Prod.
	Time Out for Rhythm (DM)F	Rudy Vallee-Rosemary Lane	74 6/20/41	b6/7/41
	Tonight Belongs to Us	Loretta Young-Dean Jagger		In Prod.
	Two in a Taxi (D) (Former title "One Way Street")	Anita Louise-Russell Hayden	7/10/41	a4/26/41
	Two LatinsFromManhattan(CM)	Jinx Falkenberg-Joan Woodbury		a5/31/41
	You'll Never Get Rich	Fred Astaire-Rita Hayworth		In Prod.

MGM

Current 1939-40

48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40

Current 1940-41

126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
137	Billy the Kid (Tech.) (D)F	Rob't Taylor-Maureen O'Sullivan	95	5/30/41	b5/31/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b1/25/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b12/7/40
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b9/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b12/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b10/5/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b11/2/40
108	Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40

MGM

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
135	I'll Wait For You (D)F	Virginia Weidler-Robt. Sterling	75	5/16/41	b5/10/41
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
134	Love Crazy (F)A	Wm. Powell-Myrna Loy-Fay Bainter	99	5/23/41	b5/17/41
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
133	People vs. Dr. Kildare (D)F	Lew Ayres-Lionel Barrymore	77	5/2/41	b5/10/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/41
131	Washington Melodrama(My)A	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	106	5/9/41	b5/10/41
136	Woman's Face (D)A	Joan Crawford-Melvyn Douglas	107	3/14/41	b9/14/40
102	Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD)	Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/41

Coming

	Barnacle Bill (CD)	Wallace Beery-Virginia Weidler	7/4/41	a5/10/41
	Big Store (F) (Former title "Bargain Basement")	Marx Bros.-Virginia Grey	6/20/41	a5/10/41
	Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)		a3/29/41
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman		a3/29/41
	Getaway (G)	Robert Sterling-Van Heflin	6/13/41	a5/10/41
	Honky-Tonk	Clark Gable-Lana Turner		In Prod.
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern		a3/22/41
	Life Begins for Andy Hardy	Mickey Rooney-Judy Garland		In Prod.
	Ringside Maisie	Ann Sothern-George Murphy	7/11/41	In Prod.
	Smilin' Through (Tech.)	Jeannette MacDonald-Ian Hunter		In Prod.
	They Met in Bombay (Former title "The Uniform")	Clark Gable-Rosalind Russell	6/27/41	a3/29/41
	Yearling, The (Tech.)	Spencer Tracy-Anne Revere		In Prod.
	Young Americans	Dan Dailey, Jr.-Bonita Granville		In Prod.
	Untitled Dr. Kildare	Lew Ayres-Lionel Barrymore		In Prod.

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Up in the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)A	Leslie Banks-Wilfred Lawson	65	1/15/41	b5/17/41
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	House of Mystery (H)A	Kenneth Kent-Judy Kelly	62	5/7/41	b5/31/41
	Invisible Ghost (H)A	Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
	Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		2/10/41	a1/11/41
	King of Zombies (H)A	John Archer-Mantan Moreland	67	5/14/41	a5/17/41
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran		7/29/40	Not Rev.
	Orphans of the North (T)	Adventure film	91	9/15/40	b3/23/40
	Outsider (D)F	Geo. Sanders-Mary Maguire	62	11/11/40	b11/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	61	5/10/41	b5/3/41
	Pioneers, The (W)F	Tex Ritter-Slim Andrews	63	12/15/40	b1/25/41
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	56	8/22/40	b9/14/40
	Range Busters (W)F	Ray Corrigan-Max Terhune	64	5/21/41	b5/17/41
	Redhead (D)A	June Lang, Johnny Downs			
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Roar of the Press (My)F	Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Silver Stallion (D)	David Sharpe-Leroy Mason-Thunder		5/30/41	a5/10/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)F	Range Busters	60	4/20/41	b5/3/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
	Wrangler's Roost (W)	Range Busters		6/4/41	a5/17/41
	You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	City Limits	Frank Albertson-Jed Prouty	7/12/41	In Prod.
	Gang's All Here (G)	Frankie Darro-Mantan Moreland	6/11/41	a5/17/41
	Murder By Appointment (My)	Wallace Ford-Marian Marsh	6/30/41	a6/7/41
	Wanderers of the Desert (W)	Tom Keene-Betty Miles	6/25/41	In Prod.

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
		Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3942	Golden Gloves (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3945	Great McGinty (D)A	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3943	Mystery Sea Raider (D)F				
3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40

Current 1940-41

4009	Arise, My Love (CD)A	Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)F	Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)F	Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F	Dick Powell-Ellen Drew	73	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)F	Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F	Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)F	Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)A	Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4028	I Wanted Wings (D)F	Brian Donlevy-Ray Milland	130	5/30/41	b3/29/41

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
4016	Life With Henry (C)F	Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4022	Lady Eve (D)F	Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)F	Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)F	Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)F	Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)A	Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)A	D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)F	J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4054	Pirates on Horseback (W)F	Wm. Boyd-Russell Hayden	69	5/23/41	b5/24/41
4026	Power Dive (D)F	Richard Arlen-Jean Parker	68	4/25/41	b4/12/41
4004	Quarterback (CD)F	Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)F	MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4027	Reaching for the Sun (CD)A	Joel McCrea-Ellen Drew	88	5/2/41	b4/12/41
4025	Road to Zanzibar (CM)F	Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)F	Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4091	Rhythm on the River (M)F	Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)F	Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)F	J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4021	There's Magic in Music(Mu)F (Reviewed as "Hard Boiled Canary")	Allan Jones-Susanna Foster	80	5/16/41	b3/1/41
4050	Three Men From Texas (W)F	William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)A	Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)F	Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)A	Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)F	Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming

	Aloma of the South Seas (D)	Dorothy Lamour-Jon Hall (Tech.)		8/15/41	a4/12/41
	Among the Living	Albert Dekker-Susan Hayward			In Prod.
	Bahama Passage (Tech.)	Madeleine Carroll-Stirling Hayden			In Prod.
	Birth of the Blues (M)	Bing Crosby-Mary Martin			a6/7/41
	Buy Me That Town (CD)	Lloyd Nolan-Constance Moore			a4/19/41
	Caught in the Draft (C)F	Bob Hope-Dorothy Lamour	81	7/4/41	b5/31/41
	Forced Landing (D)	Richard Arlen-Eva Gabor		7/25/41	a5/17/41
	Great Man's Lady (D) (Former title "Pioneer Woman")	Barbara Stanwyck-Joel McCrea			a3/22/41
	Henry Aldrich For President (CD)	Jimmy Lydon-Mary Anderson			a4/26/41
	Hold back the Dawn (D)	Chas. Boyer-Olivia de Havilland			a3/22/41
	Kiss the Boys Goodbye (CM)	D. Ameche-M. Martin-O. Levant		8/1/41	a3/8/41
	Mr. Bug Goes to Town	Tech. Cartoon Feature			In Prod.
	New York Town	Mary Martin-Fred MacMurray		7/25/41	a11/30/40
	Night of Jan. 16th (My)	Ellen Drew-Robt. Preston			a4/12/41
	Nothing But the Truth (C)	Bob Hope-Paulette Goddard			a4/26/41
4029	One Night in Lisbon (C)A	Madeleine Carroll-Fred MacMurray	95	6/13/41	b5/10/41
	Parson of Panamint (D)	Charles Ruggles-Ellen Drew		6/27/41	a4/26/41
	Reap the Wild Wind (Tech.)	Ray Milland-John Wayne			In Prod.
	Secret of the Wastelands (W)	Wm. Boyd-Brad King-Andy Clyde			a6/7/41
	Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		7/18/41	a11/9/40
	Sheik of Buffalo Butte (W)	Wm. Boyd-Brad King			In Prod.
	Skylark (CD)	Claudette Colbert-Ray Milland			a3/1/41
	Sullivan's Travels (CD)	Joel McCrea-Veronica Lake			a6/7/41
4030	West Point Widow (CD)	Ann Shirley-Richard Carlson		6/20/41	a3/22/41
	Wide Open Town (W)	William Boyd-Russell Hayden			a3/1/41
	World Premiere (C)	John Barrymore-Frances Farmer			a4/26/41

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice(W)	Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	Bob Steele	55	9/30/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)F	Bob Steele	62	4/18/41	b4/12/41
160	Billy the Kid's Range War (W)	Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)F	Henry Armetta	62	2/7/41	b4/26/41
111	Criminals Within (My)	Eric Linden-Ann Doran		6/13/41	a5/24/41
113	Desperate Cargo	Ralph Byrd-Carol Hughes			In Prod.
105	Devil Bat (My)	Bela Lugosi-Forrest Tucker	69	12/13/40	Not Rev.
112	Double Cross	Kane Richmond-Pauline Moore			In Prod.
109	Emergency Landing (Spy)	Carol Hughes		5/23/41	In Prod.
108	Federal Fugitives (Spy)F	Neil Hamilton-Doris Day	66	3/28/41	b5/24/41
114	Gambling Daughters	Cecilia Parker-Roger Pryor			In Prod.
152	Gun Code (W)	Tim McCoy	55	8/3/40	Not Rev.
104	Misbehaving Husbands (C)F	Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
165	Lone Rider In Ghost Town (W)F	Geo. Houston-Alaine Brandes	64	5/16/41	b5/17/41
103	Marked Men (D)	Warren Hull-Isabel Jewell		8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)F	Tim McCoy	53	3/7/41	b3/1/41
123	Paper Bullets	Joan Woodbury-Jack LaRue		5/30/41	a5/17/41
154	Riders of Black Mountain (W)	Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)F	Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)F	Roger Pryor-Virginia Vale	68	5/2/41	b4/26/41
156	Texas Marshal (W)	Tim McCoy-Kay Leslie		5/30/41	a5/17/41

R.K.O.-RADIO

Current 1939-40

40	Dance, Girl, Dance (D)A	Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
38	Lucky Partners (C)A	Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
42	One Crowded Night (D)A	Billie Seward-Don Costello	66	8/9/40	b8/3/40
61	Queen of Destiny (B)F (Reviewed as "Sixty Glorious Years")	Neagle-Walbrook (Tech.)	90	8/2/40	b10/29/38
41	Stranger on the Third Floor (D)A	Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
86	Triple Justice (W)F	Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)F	Fay Wray-Charles Lang	62	8/23/40	b8/17/40

Current 1940-41

183	Along the Rio Grande (W)F	Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
161	Convoy (War)F	Clive Brook-John Clements	89	1/3/41	b12/7/40
122	Devil and Miss Jones (D)F	Jean Arthur-Chas. Coburn	92	4/11/41	b4/5/41
102	Dreaming Out Loud (C)F	Lum & Abner-Frances Langford	84	9/13/40	b9/14/40
	Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40
182	Fargo Kid (W)F	Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)F	Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
120	Girl, A Guy and A Gob (C)F	Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)F	Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)A	Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)F	Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)F	Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)F	Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
124	Melody for Three (D)F	Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
110	Little Men (D)F	Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)F	Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)A	Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)A	Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)F	Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)A	Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)F	March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)F	Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
125	Repent at Leisure (C-D)F	Kent Taylor-Wendy Barrie	67	4/4/41	b5/31/41
104	Robbers of the Range (W)F	Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
116	Saint in Palm Springs(MyC)F	George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
123	Scattergood Baines (C)F	Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41
132	Scattergood Pulls the Strings (D)F	Guy Kibbee	65	5/23/41	b5/17/41
133	Sunny (MC)F	A. Neagle-J. Carroll-R. Bolger	98	5/30/41	b5/24/41
128	They Met in Argentina(MD)F	Ellison-O'Hara-Ebsen	77	4/25/41	b4/26/41
104	They Knew What They Wanted (D)A	Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40

R.K.O.-RADIO

Coming

			Mins.	Rel. Date	See Issue of
106	Too Many Girls (M)A	Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her(C)F	Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)F	Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)F	Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40
	Bambi	Disney Cartoon Feature			In Prod.
	Before the Fact (D)	Cary Grant-Joan Fontaine			a3/22/41
118	Citizen Kane (D)A	Orson Welles-Dorothy Comingore	120		b4/12/41
185	Cyclone on Horseback (W)	Tim Holt-Marjorie Reynolds		6/13/41	a5/10/41
	Devil and Daniel Webster(D)	Thomas Mitchell-Walter Huston			a5/31/41
186	Dude Cowboy (W)	Tim Holt-Marjorie Reynolds			a5/17/41
	Father Takes a Wife (C-D)	Adolphe Menjou-Gloria Swanson			a5/17/41
129	Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles			a4/5/41
	Lady Scarface (D)	Dennis O'Keefe-Frances Neal			a5/17/41
	Little Foxes	Bette Davis-Richard Carlson			In Prod.
	Look Who's Laughing	Bergen & McCarthy			In Prod.
	Meet the Viking	George Sanders-Wendy Barrie			In Prod.
	Mexican Spitfire's Baby	Leon Errol-Lupe Velez-Zasu Pitts			In Prod.
	My Life with Caroline (C)	Ronald Colman-Anna Lee			a4/19/41
	Outlaw Trail (W)	Tim Holt-Janet Waldo			a5/31/41
	Parachute Battalion (D)	Robert Preston-Nancy Kelly			a4/19/41
191	Reluctant Dragon(C-Cartoon)F	Benchley and Cartoon Characters	73	6/27/41	b6/7/41
134	They Meet Again (D)	Jean Hersholt-Dorothy Lovett		6/20/41	a5/17/41
126	Tom, Dick and Harry (C)	Ginger Rogers-Geo. Murphy			a3/29/41
	Unexpected Uncle	Edmond O'Brien-Jane Wyatt			In Prod.
	Untitled Western	Tim Holt-Jane Clayton			In Prod.

REPUBLIC

Current 1939-40

924	Earl of Puddlestone (C)F	The Gleasons	66	8/31/41	b8/17/40
910	Sing, Dance, Plenty Hot(M)F	Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40

Current 1940-41

16	AngelsWithBrokenWings(CD)F	Binnie Barnes-Gilbert Roland	72	5/27/41	b6/7/41
10	Arkansas Judge (C)F	Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)F	Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)F	Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)F	Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)F	Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)F	Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)F	Roy Rogers-George Hayes	57	9/15/40	b9/7/40
15	Country Fair (CM)F	Eddie Foy, Jr.-June Clyde	74	5/5/41	b5/17/41
77	Desert Bandit (W)F	Don Barry-Lynn Merrick	56	5/24/41	b5/31/41
7	Friendly Neighbors (C)F	Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)F	Don Barry-Betty Moran	57	10/10/40	b10/12/40
22	Gay Vagabond, The (CD)F	Ruth Donnelly-Roscoe Karns	66	5/12/41	b5/24/41
17	Girl From Havana (D)A	Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)F	Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)F	Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)F	Roy Rogers-G. "Gabby" Hayes	58	3/28/41	b4/12/41
14	Lady From Louisiana (PD)A	Ona Munson-John Wayne	83	4/22/41	b5/3/41
64	Lone Star Raiders (W)F	Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)A	John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)F	Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)F	Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)F	Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (CD)F	Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5/41
61	Oklahoma Renegades (W)F	Three Mesquiteers	57	8/29/40	a8/17/40
66	Pals of the Pecos (W)F	Three Mesquiteers	56	4/8/41	b4/26/41
20	Petticoat Politics (C)F	Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)F	Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)F	Three Mesquiteers	58	2/16/41	b2/22/41
43	Ride, Tenderfoot, Ride(MW)F	Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)F	Gene Autry-Smiley Burnette	79	1/24/41	b2/1/41
54	Robin Hood of the Pecos(W)F	Roy Rogers-George Hayes	59	1/14/41	b1/18/41
13	Rookies on Parade (CM)F	Bob Crosby-Ruth Terry	69	4/17/41	b5/3/41
67	Saddlemates (W)	Three Mesquiteers		5/26/41	a5/3/41
56	Sheriff of Tombstone (W)F	Roy Rogers-George "Gabby" Hayes	56	5/7/41	b5/10/41
46	Singing Hill, The (MW)F	Gene Autry-Smiley Burnette	75	4/26/41	b5/3/41
2	Sis Hopkins (CM)F	Judy Canova-Bob Crosby	98	4/12/41	b4/12/41
73	Texas Terrors (W)F	Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)F	Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)F	Don "Red" Barry	57	8/16/40	b8/3/40
76	Two-Gun Sheriff (W)F	Don "Red" Barry-Lynn Merrick	56	4/10/41	b4/26/41
62	Under Texas Skies (W)F	Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)A	John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)F	Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)F	Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

68	Gangs of Sonora (W)	Three Mesquiteers			a6/7/41
4	Ice-Capades	Dorothy Lewis-Jerry Colonna			In Prod.
78	Kansas Cyclone (W)	Don Barry-Lynn Merrick			a5/31/41
57	Nevada City (W)	Roy Rogers-George "Gabby" Hayes		6/20/41	a5/17/41
3	Puddin' Head (C)	Judy Canova-Francis Lederer		6/25/41	a5/17/41
47	Under Fiesta Stars (W)	Gene Autry-Smiley Burnette			a6/7/41

Coming 1941-42

	Hurricane Smith	Ray Middleton-Jane Wyatt	a6/7/41
	Mountain Moonlight	Weaver Bros. & Elviry	a5/3/41

20TH CENT.-FOX

Current 1940-41

143	Blood and Sand (Tech.) (D)A	Tyrone Power-Linda Darnell	125	5/30/41	b5/24/41
107	Brigham Young, Frontiersman (PD)A	Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)A	Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)F	Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)F	Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
141	Cowboy and the Blonde(CD)F	Mary Beth Hughes-G. Montgomery	68	5/16/41	b4/26/41
136	Dead Men Tell (My)F	Sidney Toler	61	3/28/41	b3/29/41
113	Down Argentine Way (M)F	Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)F	G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
144	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	a8/17/40
108	Gay Caballero (W)F	Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)F	Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)F	Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)F	Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
140	GreatAmericanBroadcast(DM)F	Alice Faye-John Payne-Jack Oakie	90	5/9/41	b5/3/41
142	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12/41
111	Great Profile (C)A	John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)F	Paul Muni-Gene Tierney	94	1/3/41	b12/28/40
122	Jennie (D)F	Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40
139	Mail Train	Alastair Sim-Gordon Harker		4/25/41	Not Rev.
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
103	Return of Frank James (PD)F.	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

148	Accent on Love (CD)	Geo. Montgomery-Osa Massen		7/11/41	a5/31/41
112	Bride Wore Crutches (CD)F	Lynne Roberts-Ted North	59	6/13/41	b7/27/40
149	Dance Hall	Cesar Romero-Carole Landis		7/18/41	a5/31/41
146	Man Hunt (Spy)	Walter Pidgeon-Joan Bennett		6/20/41	a5/3/41
147	Moon Over Miami (DM) (Tech.)	Don Ameche-Betty Grable (Former title "Miami")		7/4/41	a5/3/41
135	Outlaw, The	Walter Huston-Thos. Mitchell			In Prod.
145	Very Young Lady (CD)F	Jane Withers-Nancy Kelly	79	6/27/41	b5/3/41

Coming 1941-42

Belle Starr (Tech.) (D)	Gene Tierney-Randolph Scott	a5/24/41
Charley's Aunt	Jack Benny-Kay Francis	a6/7/41
Charlie Chan in Rio (My)	Sidney Toler-Mary Beth Hughes	In Prod.
Dressed to Kill	Lloyd Nolan-Mary Beth Hughes	a6 7 41
Last of the Duanes (D)	Geo. Montgomery-Lynn Roberts	a5/31/41
Marry the Boss' Daughter	Brenda Joyce-Edward Smith	In Prod.
Private Nurse	Brenda Joyce-Jane Darwell	In Prod.
Sun Valley Serenade	Sonja Henie-John Payne-M. Berle	In Prod.
Wild Geese Calling	Henry Fonda-Joan Bennett	In Prod.
Yank in the R.A.F. (War)	Tyrone Power-Betty Grable	a5/31/41

UNITED ARTISTS

Current

Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe		6/13/41	a3/1/41
Illusions	Merle Oberon-Alan Marshall			In Prod.
International Lady	Ilona Massey-George Brent			In Prod.
Major Barbara (CD)A	Wendy Hiller-Robert Morley	112		b5/3/41
New Wine (MD)	Ilona Massey-Binnie Barnes		8/8/41	a3/8/41

UNIVERSAL

Current 1939-40

4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5011	Flame of New Orleans (CD)F	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
	In the Navy (CM)F	Abbott & Costello-Dick Powell	86	5/30/41	b5/31/41
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5055	Men of the Timberland (A)F	Richard Arlen-Andy Devine	61	6/6/41	b5/31/41
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell	83	4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)F	Richard Arlen-Andy Devine	61	4/18/41	b5/3/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
	Too Many Blondes (CM)A	Rudy Vallee-Helen Parrish	60	5/23/41	a5/24/41
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parrish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

	Bachelor Daddy (C)	Baby Sandy-Kathryn Adams (Former title "Sandy Steps Out")		7/4/41	a4/5/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		8/1/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Hello Sucker (C)	Hugh Herbert-Peggy Moran	60	7/11/41	a5/17/41
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27 41	a3/29/41
	I, James Lewis (PD)	Franchot Tone-Walter Brennan		7 25 41	a6/7/41
	Law of the Range (W)	Johnny Mack Brown		6/20/41	a6/7/41
	Oh Charlie (MyC)	Abbott & Costello—Evelyn Ankers		8/8/41	a2/22/41
		Richard Arlen-Andy Devine			In Prod.
5056	Raiders of the Desert	Johnny Mack Brown-Fuzzy Knight		7/18/41	a5/24/41
	Rawhide Rangers (W)	Robert Paige-Jane Frazee		6 20 41	a6/7/41
	San Antonio Rose	Brod Crawford-Ann Gwynne	67	6/13/41	a5/3/41
	Tight Shoes (G)				

Coming 1941-42

Almost an Angel	Deanna Durbin-Charles Laughton	In Prod.
Beyond the Law (D)	Wm. Gargan-June Clyde-John Litel	a5/31/41
Big House Blues (C)	Anne Gwynne-Nat Pendleton	a5/31/41
Flying Cadets (D)	Wm. Gargan-Ed. Lowe-Peggy Moran	a5/31/41
Halfway to Shanghai	Charles Bickford-Evelyn Ankers	a4/26/41
Maid In Manhattan (M)	Johnny Downs-Jane Frazee (Former title "Sing Another Chorus")	a4/26/41
Man From Montana (W)	Johnny Mack Brown-Fuzzy Knight	In Prod.
Masked Cabellero (W)	Johnny Mack Brown-Fuzzy-Knight	In Prod.
Mob Town	Dead End Kids-Dick Foran	In Prod.
Moonlight in Hawaii (CM)	Johnny Downs-Jane Frazee	a5/17/41
Radio Revels of 1942	Frances Langford-Ken Murray	In Prod.
Unfinished Business (D)	Irene Dunne-Robt. Montgomery	a3/8/41

WARNER BROS.

Current 1939-40

412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40

Current 1940-41

566	Affectionately Yours (SC)F	Merle Oberon-Dennis Morgan	88	5/10/41	b5/10/41
570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
504	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne—All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
500	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
	Million Dollar Baby (CD)F	Priscilla Lane-Ronald Reagan	102	5/31/41	b5/24/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
523	Nurse's Secret (My)F	Lee Patrick-Regis Toomey	65	5/24/41	b5/10/41
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My)F	Maris Wrixon-Wm. Lundigan	63	3/1/41	b5/17/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
	Shining Victory (D)A	G. Fitzgerald-Jas. Stephenson	83	6/7/41	b5/24/41
522	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
563	Singapore Woman (D)A	Brenda Marshall-David Bruce	64	5/17/41	b5/10/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
567	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	a11/2/40

Coming

Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris	a4/12/41
Bride Came C.O.D. (C-D)	Bette Davis-James Cagney	a2/15/41
Bullets For O'Hara (D)	Joan Perry-Roger Pryor	a5/24/41
Dive Bomber (Tech.) (D)	Errol Flynn-Fred MacMurray	a5/24/41
Flight Patrol (D)	James Stephenson-Ronald Reagan	a4/12/41
Highway West (D)	Brenda Marshall-Olympe Bradna	a3/1/41
Kisses for Breakfast (C)	Dennis Morgan-Jane Wyatt (Former title "She Stayed Kissed")	a1/25/41
Law of the Tropics	Constance Bennett-Jeffrey Lynn	In Prod.
Maltese Falcon	Mary Astor	In Prod.
Manpower (D)	Marlene Dietrich-George Raft	a4/19/41
Navy Blues (C)	A Sheridan-J. Oakie-M. Raye	a5/3/41
Nine Lives Are Not Enough	Ronald Reagan	In Prod.
Out of the Fog	Ida Lupino-John Garfield (Former title "Gentle People")	a3/8/41
Passage From Hongkong (My)F	Keith Douglas-Lucile Fairbanks	a3/29/41
Sergeant York	Gary Cooper-Joan Leslie	In Prod.
Smiling Ghost	Wayne Morris-Brenda Marshall	a3/1/41
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy	a5/17/41
Underground (D)	Jeffrey Lynn-Karen Verne	a3/22/41

MISCELLANEOUS

Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
No Greater Sin (D)	Leon Ames-Luana Walters		University	a5/17/41
Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2436	French Fried Patootie		18	Not Rev.
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle	Fair	17	5/24/41
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife	Fairly Amusing	16	1/25/41
2435	Yankee Doodle Andy		16	Not Rev.
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights	Poor	10	5/24/41
2975	Feathers	Very Good	9	3/ 1/41
2979	Fighter Pilot		11	Not Rev.
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/ 1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2509	Tom Thumb's Brother		7	Not Rev.
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2756	Kitty Gets the Bird		7	Not Rev.
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)	Very Good	11	5/31/41

COLUMBIA 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41
2857	No. 7 (Ken Murray)		10	Not Rev.
2858	No. 8 (Jerry Colonna)		10	Not Rev.

STOOGE COMEDIES (8)

2407	All the World's a Stooge	Typical	16	5/24/41
2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2808	Aquaplay		9	Not Rev.
2807	Diving Thrills	Very Good	9	5/31/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

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CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

MGM 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PETE SMITH SPECIALTIES (13)			
5-110 Cat College	Excellent	10	7/27/40
5-107 Domineering Male	Excellent	10	3/30/40
5-113 Football Thrills of 1939	For Grid Fans.	10	9/28/40
5-101 Let's Talk Turkey	Swell	10	11/25/39
5-104 Maintain the Right	Very Good	10	1/20/40
5-112 Please Answer	Good	9	12/23/39
5-103 Romance of the Potato	Good	8	11/25/39
5-102 Ski Birds	Excellent	9	7/27/40
5-111 Social Sea Lions	Novel	9	7/27/40
5-108 Spots Before Your Eyes	Excellent	10	6/ 1/40
5-106 Stuffie	Swell	11	3/ 9/40
5-105 What's Your I.Q.?	Good	7½	3/ 9/40
5-109 What's Your I.Q.? No. 2	Good	9	7/ 6/40
ROBERT BENCHLEY (4)			
F-141 Day of Rest	Funny	10	10/28/39
F-144 Home Movies	A Howl	9	3/ 9/40
F-142 See Your Doctor	Very Funny	8	12/23/39
F-143 That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECTS			
X-151 Flag Speaks	A Must	19	57 4/40
X-80 Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-59 Calling on Colombia	Standard	8	4/27/40
T-51 Day on Treasure Island	Colorful	10	9/ 9/39
T-55 Land of Alaska Nellie	Good	10	1/27/40
T-61 Modern New Orleans	Interesting	9	6/ 1/40
T-52 Natural Wonders of Washington State	Okay	10	10/28/39
T-57 Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56 Old Natchez	Good	9	2/ 3/40
T-53 Quaint St. Augustine	Charming	9	11/25/39
T-58 Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60 Sitka and Juneau	Interesting	9	4/27/40
T-62 Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54 Valiant Venezuela	Standard	9	12/23/39

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CARTOONS (18) (Tech.)			
W-243 Abul the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-246 Goose Goes South		8	Not Rev.
W-248 Dance of the Weed		8	Not Rev.
W-247 Little Mole	Very Good	8	5/17/41
W-241 Lonesome Stranger	Excellent	9	12/ 7/40
W-242 Mrs. Ladybug	Excellent	8	1/ 4/41
W-244 Prospecting Bear	Funny	9	4/ 5/41
W-247 Rookie Bear		8	Not Rev.
CRIME DOESN'T PAY (6)			
P-205 Coffins on Wheels		20	Not Rev.
P-201 Eyes of the Navy	Excellent	22	10/19/40
P-204 Forbidden Passage	Tops	21	3/ 1/41
P-203 Respect the Law	Very Good	20	2/ 1/41
P-202 You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
M-235 Battle, The		10	Not Rev.
M-232 Great Meddler	Very Good	10	1/ 4/41
M-233 Happiest Man on Earth	Unusual	10	2/ 1/41
M-236 Man Who Changed the World		10	Not Rev.
M-234 More About Nostradamus	Timely	11	2/22/41
M-231 Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
C-296 Baby Blues	Very Good	10	4/ 5/41
C-295 Fightin' Fools	Good Fun	10	2/ 1/41
C-293 Goin' Fishin'	Standard	10	11/ 9/40
C-291 Good Bad Boys	Good	11	9/ 7/40
C-294 Kiddie Cure	Good Gang	11	12/ 7/40
C-298 1-2-3 Go	Amusing	10	5/17/41
C-299 Robot Wrecks		10	Not Rev.
C-292 Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297 Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)			
K-281 American Spoken Here	Excellent	10	12/ 7/40
K-283 More Trifles of Importance	Excellent	11	4/ 5/41
K-284 Out of Darkness	Significant	10	5/10/41
K-286 This Is the Bowery		10	Not Rev.
K-282 Whispers	Excellent	10	2/22/41
K-285 Willie and the Mouse		10	Not Rev.
K-287 Your Last Act		10	Not Rev.
PETE SMITH SPECIALTIES (14)			
S-267 Aeronutics	Satisfactory	10	5/17/41
S-269 Cuban Rhythm		10	Not Rev.
S-268 Lions on the Loose		10	Not Rev.
S-266 Memory Tricks	Amusing	9	4/ 5/41
S-264 Penny to the Rescue	Excellent	10	2/ 1/41
S-261 Quicker'n a Wink	Excellent	10	11/ 9/40
S-265 Quiz Biz	Entertaining	10	2/22/41
S-263 Sea For Yourself	Holds Interest	10	1/ 4/41
S-270 Water Bugs		10	Not Rev.
S-262 Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-218 Alluring Alaska	Usual	10	4/ 5/41
T-214 Beautiful Bali	As Usual	10	12/ 7/40
T-211 Capital City	Fair	9	9/ 7/40
T-212 Cavalcade of San Francisco	Too Late	9	9/28/40
T-219 Glimpses of Kentucky	Good	10	5/10/41
T-221 Glimpses of Washington State		10	Not Rev.
T-222 Haiti, Land of Dark Majesty		10	Not Rev.
T-216 Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213 Old New Mexico	Fair	10	11/ 9/40
T-215 Old New Orleans	As Usual	10	1/ 4/41
T-217 Red Men on Parade	Fair	10	3/ 1/41
T-220 Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
C9-3 Ants in the Plants	Good	7	3/23/40
C9-1 Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4 Kick in Time	Good	7	2/24/40
C9-2 Little Lambkin	Cute	7	8/17/40
C9-5 Snubbed by a Snob	Cute	7	5/18/40
C9-6 You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
K9-6 Argentina		10	Not Rev.
K9-3 Chile	Fair Travelogue	10	12/16/39
K9-4 Cuba		10	Not Rev.
K9-1 Ecuador	Fair	10	9/16/39
K9-5 Isle of Columbus		10	Not Rev.
K9-7 Pacific Paradise	Interesting	10	7/13/40
K9-2 Peru	Average	10	10/21/39
HEADLINERS (10)			
A9-1 Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9 Blue Barron & Orch.	Good	10	6/ 8/40
A9-5 Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8 Have You Met Yvette?	Good	10	5/ 4/40
A9-4 Here's Hal	Average	10	12/16/39
A9-6 Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3 Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7 George Olsen and His Music	Peppy	10	3/23/40
A9-2 Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10 Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
V9-3 Bits of Life	Misses Fire	11	12/16/39
V9-2 Busy Little Bears	Splendid	10	11/11/39
V9-9 Dangerous Dollars	Informative	11	7/13/40
V9-7 Not So Dumb	Excellent	10	3/23/40
V9-6 Pictorial	Interesting	10	2/24/40
V9-10 Pictorial No. 2	Satisfactory	10	8/24/40
V9-1 Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5 Sugar Wind	Good	10	2/ 3/40
V9-8 Television Preview	Interesting	10	5/18/40
V9-4 Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
E9-10 Doing Impossikible Stunts	Good	7	8/17/40
E9-3 Females Is Fickle	Good	7	3/23/40
E9-9 Fightin' Pals		7	Not Rev.
E9-5 Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1 Never Sock a Baby	Good	6	11/18/39
E9-8 Nurse Mates	Fair	7	7/13/40
E9-6 Onion Pacific	Satisfactory	7	6/ 8/40
E9-12 Puttin' On the Act	Poor	7	8/24/40
E9-2 Shakespearian Spinach	Funny	7	2/ 3/40
E9-4 Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11 Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7 Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
J9-1 No. 1	Very Good	10	9/23/39
J9-2 No. 2	Very Interesting	10	11/25/39
J9-3 No. 3	Interesting	10	1/27/40
J9-4 No. 4	Exceptional	10	2/24/40
J9-5 No. 5	Very Good	10	5/ 4/40
J9-6 No. 6	Good	11	7/13/40
SPORTLIGHTS (13)			
R9-5 Aqua-Rhythm	Good	10	11/18/39
R9-10 Blue Streak	Excellent	10	5/ 4/40
R9-7 Bowling Skill	Very Good	10	2/ 3/40
R9-3 Catching Whoppers	Thrilling	10	9/23/39
R9-12 Cradle of Champions	Excellent	10	6/15/40
R9-4 Dog Is Born	Excellent	10	11/ 4/39
R9-2 Desert Adventure	Excellent	10	9/23/39
R9-8 Human Fish	Excellent	10	2/24/40
R9-1 Hydro-Maniacs	Exciting	10	8/26/39
R9-6 Judo Experts	Excellent	10	1/20/40
R9-11 Playmates of the Wild	Unique	10	5/18/40
R9-13 Sink or Swim	Very Good	10	7/13/40
R9-9 Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
B9-5 Foul Ball Player	Fair	7	6/ 8/40
B9-9 Fulla Bluff Man	Fair	7	8/24/40
B9-3 Granite Hotel	Good	7	5/18/40
B9-11 Pedagogical Institution		7	Not Rev.
B9-10 Springtime in the Rockage		7	Not Rev.
B9-6 Ugly Dino	Cute	7	7/13/40
B9-2 Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4 Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8 Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1 Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12 Way Back When Women Had Their Weigh		7	Not Rev.
B9-7 Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
D9-1 Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2 Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3 William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
L9-1 No. 1	Good	11	10/14/39
L9-2 No. 2	Fair	11	12/16/39
L9-3 No. 3	Good	11	2/ 3/40
L9-4 No. 4	Interesting	10	5/ 4/40
L9-5 No. 5	Good	10	5/18/40
L9-6 No. 6	Interesting	10	8/16/40

PARAMOUNT 1940-41

	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
H0-4 Bring Himself Back Alive	Good	7	12/21/40
H0-1 Dandy Lion	Poor	7	10/ 5/40
H0-3 Mommy Loves Poppy	Average	7	11/23/40
H0-2 Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7 Speaking of Animals	Excellent	9	3/15/41
H0-8 Triple Trouble	Just Fair	7	5/10/41
H0-6 Twinkletoes Gets the Bird		7	Not Rev.
H0-10 Twinkletoes, Where He Goes Nobody Knows		7	Not Rev.
H0-5 Wild Oysters	Unusual	7	2/15/41
H0-9 Zero, the Hound	So-So	7	5/31/41
FASCINATING JOURNEYS (6) (Tech.)			
M0-4 Delhi	Good	11	4/ 5/41
M0-5 Indian Durbar	Gorgeous	10	5/10/41
M0-1 River Thames—Yesterday	Beautiful	10	11/23/40
M0-2 Sacred Ganges	Dull	10	1/25/41
M0-3 Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
G0-3 All's Well	Silly	7	1/18/41
G0-2 Constable	Satisfactory	7	11/23/40
G0-6 Fire Cheese		7	Not Rev.
G0-1 King For a Day	Fair	7	10/26/40
G0-5 Swing Cleaning	Fair	7	4/19/41
G0-4 Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
A0-5 Bob Chester & Orch.	Average	10	4/ 5/41
A0-4 Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2 Listen to Larry	Satisfactory	10	11/ 2/40
A0-3 Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1 Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
A0-6 Those We Love	Different	11	5/31/41
MADCAP MODELS (6) (Tech.)			
U0-2 Dipsy Gipsy	Very Good	9	4/19/41
U0-3 Hoola Boola		9	Not Rev.
U0-1 Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
V0-3 Breezy Little Bears	Excellent	10	1/18/41
V0-1 Nature's Nursery	Excellent	10	11/ 2/40
V0-4 Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2 Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
E0-4 Eugene, the Jeep	Funny	7	12/ 7/40
E0-8 Flies Ain't Human	Fair	7	4/19/41
E0-2 My Pop, My Pop	Amusing	7	11/ 2/40
E0-10 Olive's Boithday Presink	Snappy	7	5/31/41
E0-7 Olive's Sweepstake Ticket		7	Not Rev.
E0-9 Popeye Meets Rip Van Winkle	Fair	7	5/10/41
E0-1 Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5 Problem Pappy	Fair	7	1/25/41
E0-6 Quiet Pleeze	Very Good	7	3/22/41
E0-3 With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
J0-1 No. 1	Good	10	10/ 5/40
J0-2 No. 2	Interesting	10	11/23/40
J0-3 No. 3	Interesting	10	12/21/40
J0-4 No. 4	Usual	10	3/22/41
J0-5 No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)			
S0-3 Crime Control	Excellent	11	4/19/41
S0-4 Forgotten Man	Typical	10	5/31/41
S0-1 Trouble With Husbands	Great Fun	11	11/16/40
S0-2 Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
FF0-1 Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
R0-6 Acrobatic Aces	Excellent	10	1/25/41
R0-8 Canine Sketches	Fine	10	3/22/41
R0-1 Diving Demons	Beautiful	10	10/ 5/40
R0-5 Feminine Fitness	Very Good	10	12/21/40
R0-7 Fishing Fever	Appealing	10	3/22/41
R0-4 Marine Round-up	Excellent	10	12/ 7/40
R0-3 Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-10 On the Spot	Funny	10	5/10/41
R0-11 Lasso Wizards		10	Not Rev.
R0-2 Sporting Everglades	Very Good	10	10/26/40
R0-9 Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)			
L0-1 No. 1	Good	10	10/ 5/40
L0-2 No. 2	Interesting	10	12/ 7/40
L0-3 No. 3	Good	10	2/15/41
L0-4 No. 4	Good	11	3/29/41
L0-5 No. 5	A Wow	11	5/31/41

RKO-RADIO 1939-40

DISNEY CARTOONS (18) (Tech.)			
4105 Bill Poster	Very Good	8	5/25/40
4107 Bone Trouble		9	Not Rev.
4103 Donald's Dog Laundry	Very Funny	8	5/25/40
4109 Donald's Vacation	A Scream	8	8/10/40
4114 Fire Chief	Good	8	12/14/40
4113 Goofy's Glider	Excellent	8	12/14/40
4118 Little Whirlwind	Good	8	4/ 5/41
4106 Mr. Duck Steps Out	Swell	8	5/25/40
4112 Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101 Officer Duck	A Scream	8	9/16/39
4115 Pantry Pirate	Very Good	8	2/ 1/41
4110 Pluto's Dream House	Excellent	8	9/14/40
4117 Pluto's Playmate	Excellent	8	3/ 1/41
4108 Put-Put Troubles		7	Not Rev.
4102 Riveters	A Howl	7	5/25/40
4116 Timber	A Howl	8	3/ 1/41
4104 Tugboat Mickey	Excellent	8	5/25/40
4111 Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
3401 Act Your Age	Extremely Funny	18	10/ 7/39
3402 Kennedy the Great		19	Not Rev.
3404 Mutiny in the County		17	Not Rev.
3403 Slightly at Sea		16	Not Rev.
3405 'Taint Legal		16	Not Rev.

RKO-RADIO 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
INFORMATION PLEASE (13)				
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205	No. 5 (Chris. Morley)	Good	11	2/10/40
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210	No. 10 (Deems Taylor)	Good	11	6/15/40
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212	No. 12 (Wendell Willkie)	Willkie Appeal.	10	7/13/40
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)				
3704	Bested by a Beard		20	Not Rev.
3703	Scrappily Married		20	Not Rev.
3702	Truth Aches		19	Not Rev.
3701	Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)				
3108	Canada at War	Interesting	18	3/ 9/40
3109	America's Youth—1940	Satisfactory	19	4/13/40
3110	Philippines	Interesting	19	5/11/40
3111	U. S. Navy	Good	19	6/ 8/40
3112	Spoils of Conquest	Good	17	8/10/40
3113	Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)				
3201	Blamed For a Blonde	Very Funny	19	10/ 7/39
3203	Chicken Feed		18	Not Rev.
3202	Coat Tales		18	Not Rev.
3205	Goodness a Ghost		16	Not Rev.
3204	Twinceuplets		20	Not Rev.
RAY WHITLEY (8)				
3502	Bandits and Ballads		17	Not Rev.
3504	Coralling a School Marm	Good	20	8/10/40
3501	Cupid Rides the Range	Very Good	18	9/16/39
3503	Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)				
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
SPORTSCOPES (13)				
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	8	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

1940-41

		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
14103	Baggage Buster	Hilarious	7	5/10/41
14105	Canine Caddy	Tops	7	6/ 7/41
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
14104	Good Time for a Dime	Excellent	8	5/10/41
14106	Nifty Nineties	Amusing	8	6/ 7/41
EDGAR KENNEDY (6)				
13406	Apple In His Eye		18	Not Rev.
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4/12/41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
14209	No. 9 (Alice Marble)	Excellent	11	5/10/41
14210	No. 10 (Louis Bromfield)	Entertaining	10	6/ 7/41
14211	No. 11 (Jan Struther)		11	Not Rev.
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13706	Panic In the Parlor	Unfunny	20	Not Rev.
13705	Polo Phoney	Good	18	5/17/41
13702	Tattle Television	Funny	19	11/16/40
13704	When Wife's Away	Fair	20	4/ 5/41
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41
13110	Crisis in the Atlantic	Timely	18	5/10/41
13111	China Fights Back	Timely	18	6/ 7/41

RKO-RADIO 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
13503	Red Skins & Red Heads	Poor	18	5/10/41
PICTURE PEOPLE (13)				
14401	No. 1	Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41
14409	No. 9	Fair	8	5/17/41
14410	No. 10	Fair	8	6/ 7/41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14503	How Goes Chile		10	Not Rev.
14502	What's Happening in Argentina	Very Timely	10	4/12/41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1/41
14310	Jockey's Day	Good	9	6/ 7/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14311	Rolling Rhythm		10	Not Rev.
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40
14309	Sword Soldiers	Technical	9	5/10/41

REPUBLIC 1940-41

		Comment	Running Time	Reviewed Issue Of
MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-5	Hollywood Meets the Navy	Timely	10	5/ 3/41
28-4	Los Angeles Examiner Benefit	Fair	10	4/26/41
28-6	Stars at Play		10	Not Rev.
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)				
110	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent (Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

20TH CENTURY-FOX 1940-41

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE				
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1106	Caribbean Sentinel	Good	10	4/26/41
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1109	Letter From Cairo		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		10	Not Rev.
RIPLEY'S BELIEVE IT OR NOT				
1601	Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1307	Fun on Rollers		10	Not Rev.
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1511	Dog's Dream		7	Not Rev.
1508	Fishing Made Easy	Fair	7	4/26/41
1514	Good Old Irish Tunes		7	Not Rev.
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1513	Horse Fly Opera		7	Not Rev.
1558	Home Guard (Tech.)	Okay	7	4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1512	Magic Shell		7	Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1560	What Happens at Night (Tech.)		7	Not Rev.
1509	When Knights Were Bold	Just a Cartoon	7	4/26/41
WORLD TODAY				
1704	Anzacs in Action		10	Not Rev.
1701	Battle of the Atlantic	Timely	10	4/19/41
1703	Empire in Exile		10	Not Rev.
1702	War in the Desert		10	Not Rev.

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		Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232	Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9	4/20/40
4382	No. 77	Good	9½	5/11/40
4383	No. 78	Good	9	6/22/40
4384	No. 79	Average	9	6/22/40
4385	No. 80		9	Not Rev.

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
5241 Crazy House	Satisfactory	8	10/12/40
5249 Dizzy Kitty	So-So	8	5/17/41
5246 Fair Today	Good	7	2/15/41
5247 Hysterical High Spots in American History	Fair	7	3/29/41
5243 Knock, Knock	Very Good	8	11/30/40
5245 Mouse Trappers	Amusing	7	2/ 8/41
5242 Recruiting Daze	Fair	8	11/ 2/40
5248 Scrub Me, Mama, With a Boogie Beat	Snappy	7	5/17/41
5250 Salt Water Daffy	Snappy	8	6/ 7/41
5244 Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
5353 Arizona	Interesting	10	10/12/40
5351 Coast Guard	Interesting	10	9/21/40
5358 Deserts of America	Very Good	10	3/22/41
5359 Humorous Tombstones	Amusing	10	4/12/41
5355 Hunting on Top of the World	Fascinating	9	12/28/40
5363 Meet Jimmy the Chump		10	Not Rev.
5354 Melting Pot of the Caribbean	Good	10	12/28/40
5360 Modern Way Down East	Good	10	6/ 7/41
5362 Mountain Summer		10	Not Rev.
5356 South of the Border	Interesting	10	2/15/41
5352 Sun Valley	Good	10	10/12/40
5357 Swankiest Isle in the World	Interesting	10	3/15/41
5361 Trail of Father Kino		10	Not Rev.
MUSICALS—TWO REEL (13)			
5226 Bagdad Daddy	Very Good	18	2/ 8/41
5225 Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221 Class in Swing	Good Variety	16	10/12/40
5222 Congamania	Latin Liveliness	20	11/30/40
5228 Jumpin' Jive	Good	17	6/ 7/41
5230 Music a la King		20	Not Rev.
5227 Music in the Morgan Manner	Entertaining	18	3/29/41
5229 Shadows in Swing	Average	18	5/17/41
5224 Tickled Pinky	Rustic Rhythm	18	1/ 4/41
5223 Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
5110 Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
5371 No. 81	Good	9	9/21/40
5372 No. 82	Average	9	10/12/40
5373 No. 83	Average	9	10/12/40
5374 No. 84	Good	9	11/30/40
5375 No. 85	Excellent	9	12/28/40
5376 No. 86	Up to Par	9	2/ 8/41
5377 No. 87	Good	9	3/29/41
5378 No. 88	Interesting	9	3/29/41
5379 No. 89	Interesting	9	4/12/41
5380 No. 90	Interesting	9	5/17/41
5381 No. 91	Fair	9	5/24/41
5382 No. 92	So-So	9	6/ 7/41
5383 No. 93		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
5106 Alex in Wonderland		20	Not Rev.
5107 Double or Nothing	Amusing	20	2/17/40
5102 Ice Frolics	Entertaining	20	9/30/39
5105 One for the Book	Entertaining	20	12/30/39
5108 Public Jitterbug No. 1		18	Not Rev.
5101 Remember When	Swell	20	9/ 2/39
5103 Slapsie Maxie's	Perfect	17	8/26/39
5109 Spills for Thrills	Excellent	19	7/ 6/40
5104 World's Fair Junior	Just Fair	20	11/ 4/39
5110 Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
5402 American Saddle Horses	Interesting	10	11/25/39
5410 Famous Movie Dogs	Excellent	10	7/27/40
5407 Gun Dog's Life	Sure to Please	10	5/18/40
5401 Mechanix Illustrated #1	Good	10	9/ 2/39
5403 Mechanix Illustrated #2		10	Not Rev.
5405 Mechanix Illustrated #3	Interesting	10	2/17/40
5408 Mechanix Illustrated #4	Interesting	10	6/15/40
5406 Men Wanted	Interesting	10	4/13/40
5404 New Horizons	Good	10	12/30/39
5409 The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
5006 Cinderella's Feller	Excellent	16	6/15/40
5001 Monroe Doctrine	Excellent	16	10/28/39
5003 Old Hickory	Outstanding	17	12/30/39
5007 Pony Express Days	Excellent	19	7/ 6/40
5002 Royal Rodeo	Entertaining	15	11/25/39
5008 Service with the Colors	Sure-Fire	20	8/31/40
5005 Singing Dude	Excellent	18	4/13/40
5004 Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
5608 Africa Squeaks	Hilarious	7	2/24/40
5609 Ali Baba Bound		7	Not Rev.
5614 Chewin' Bruin	Amusing	7	6/15/40
5606 Film Fan	Excellent	7	1/ 6/40
5602 Jeepers Creepers	Funny	7	10/ 7/39
5603 Naughty Neighbors	Good	7	11/ 4/39
5616 Patient Porky	Good	7	8/31/40
5604 Pied Piper Porky	Good	7	11/25/39
5610 Pilgrim Porky	Clever	7	4/13/40
5615 Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601 Porky's Hotel	Good	7	9/ 2/39
5607 Porky's Last Stand		7	Not Rev.
5613 Porky's Poor Fish		7	Not Rev.
5605 Porky the Giant Killer		7	Not Rev.
5611 Slap Happy Pappy		7	Not Rev.
5612 You Ought to Be in Pictures	Novel	7	5/18/40

VITAPHONE 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MELODY MASTERS (10)			
5506 Dave Apollon	Average	10	2/24/40
5505 Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508 Dipsy Doodler	Swingy	10	5/18/40
5510 Woody Herman		10	Not Rev.
5502 Vincent Lopez	Lively	10	9/23/39
5509 Ozzie Nelson	Good	10	6/15/40
5507 Romance in Rhythm	Satisfactory	10	4/13/40
5503 Rubinoff and Orch.	Good	10	11/ 4/39
5501 Swing Styles	Good	10	8/26/39
5504 Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)			
5316 Bears' Tale		7	Not Rev.
5312 Busy Bakers		7	Not Rev.
5322 Ceiling Hero		7	Not Rev.
5321 Circus Today	Clever	7	7/ 6/40
5315 Confederate Honey		7	Not Rev.
5314 Cross Country Detours	A Knockout	7	4/13/40
5309 Curious Puppy		7	Not Rev.
5310 Early Worm Gets the Bird		7	Not Rev.
5323 Egg Collector		7	Not Rev.
5313 Elmer's Candid Camera		7	Not Rev.
5306 Fagin's Freshmen	Amusing	7	11/25/39
5305 Fresh Fish	Swell	7	11/ 4/39
5319 Gander at Mother Goose	Good	7	5/18/40
5325 Ghost Wanted	Amusing	7	10/26/40
5304 Good Egg		7	Not Rev.
5317 Hardship of Miles Standish		7	Not Rev.
5303 Land of the Midnight Fun	Superb	7	9/23/39
5326 Little Blabbermouse	Amusing	7	8/ 3/40
5302 Little Lion Hunter		7	Not Rev.
5311 Mighty Hunters	Pleasing	7	2/17/40
5308 Screwball Football	Swell Cartoon	7	12/30/39
5301 Sioux Me	Clever	7	9/ 9/39
5307 Sniffles and Bookworm	Cute	7	2/24/40
5318 Sniffles Takes a Trip		7	Not Rev.
5320 Tom Thumb in Trouble	Cute	7	6/15/40
5324 Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
5706 All Girl Revue		7	Not Rev.
5704 No Parking	Fairly Funny	10	4/13/40
5703 Organ Novelty	Fair	9	11/11/39
5705 Radio and Relatives		10	Not Rev.
5702 Sword Fishing	Exciting	10	10/ 7/39
5701 Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)			
6202 Alice in Movieland	Superlative	20	11/30/40
6204 Dog in the Orchard	Meritorious	20	1/18/41
6208 Hunting the Hard Way	Excellent	20	5/24/41
6201 Just a Cute Kid		20	Not Rev.
6203 Mack Sennett Revival		20	Not Rev.
6206 Seeing Eye	Poignant	20	4/ 5/41
6207 Sockeroo	Funny	20	5/24/41
6205 Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)			
6102 Lady and the Lug		19	Not Rev.
6101 Riding Into Society	T'Ain't Funny	19	8/31/40
6103 Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (6)			
6304 History Repeats Itself	Good	10	9/30/39
6301 Football Highlights	Rockne Build-up	10	8/31/40
6303 Mexican Jumping Beans	Very Good	10	11/30/40
6302 Shark Hunting	Exciting	10	8/ 3/40
6305 Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)			
6601 Calling Dr. Porky		7	Not Rev.
6612 Coy Decoy		7	Not Rev.
6607 Haunted Mouse	Very Good	7	3/15/41
6608 Joe Glow the Firefly		7	Not Rev.
6602 Pre-Historic Porky	Clever	7	11/ 2/40
6611 Porky's Ant	Good	7	5/24/41
6609 Porky's Bear Facts	Amusing	7	4/ 5/41
6604 Porky's Hired Hand	Good	7	12/28/40
6610 Porky's Preview	Amusing	7	4/26/41
6613 Porky's Prize Pony		7	Not Rev.
6606 Porky's Snooze Reel		7	Not Rev.
6603 Sour Puss	Satisfactory	7	11/30/40
6605 Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
6506 Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505 Henry Busse & Orch.	Good	10	11/30/40
6504 Skinny Ennis & Orch.	Good	10	12/28/40
6503 Jan Garber & Orch.		10	Not Rev.
6508 Marie Green & Her Merrie Men	Lively	10	5/ 3/41
6509 Hal Kemp & Orch.	Just a Band	10	5/24/41
6501 Matty Malneck	Snappy	10	8/ 3/40
6507 Freddie Martin & Orch.	Fair	10	4/ 5/41
6502 Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
6706 Bed Time for Sniffles		7	Not Rev.
6713 Cat's Tale	Good	7	4/ 5/41
6712 Crackpot Quail		7	Not Rev.
6709 Elmer's Pet Rabbit	Funny	7	12/28/40
6718 Farm Frolics	Excellent	7	5/24/41
6710 Fighting 69½	Good	7	1/18/41
6704 Good Night Elmer		7	Not Rev.
6715 Goofy Groceries	Novel	7	4/ 5/41
6720 Hiawatha's Rabbit Hunt		7	Not Rev.
6703 Holiday Highlights	Swell Satire	7	11/ 2/40
6719 Hollywood Steps Out		7	Not Rev.
6701 Malibu Beach Party	Grade A	7	8/31/40
6707 Of Fox and Hound		7	Not Rev.
6708 Shop, Look and Listen	Good	7	12/28/40
6711 Sniffles Bells the Cat	Fair	7	3/15/41
6702 Stage Fright	Satisfactory	7	10/26/40
6714 Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716 Toy Trouble	Good	7	5/ 3/41
6717 Trial of Mr. Wolf	Very Good	7	4/26/41
6705 Wacky Wildlife	Funny	7	12/ 7/40
6721 Wacky Worm		7	Not Rev.

VITAPHONE 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
TECHNICOLOR SPECIALS (6)			
6001 Flag of Humanity	Splendid	20	10/26/40
6005 Here Comes the Cavalry		20	Not Rev.
6002 March on Marines	Excellent	20	12/28/40
6003 Meet the Fleet	Excellent	20	1/18/41
6004 Wings of Steel	Excellent	20	5/ 3/41
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
6407 Big Bill Tilden	For Tennis Fan	10	5/ 3/41
6404 California Thoroughbreds	Interesting	10	12/28/40
6403 Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402 Dogs You Seldom See	Good Novelty	10	8/31/40
6405 Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401 Fly Fishing	For Anglers	10	10/26/40
6408 Sail Ho!		10	Not Rev.
6406 Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

Aida (Guaranteed)	For Music Lovers	9	5/11/40
Alive in the Deep (Prod.)	Exciting	22	5/24/41
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Man the Enigma (Prod.)	Informative	25	5/24/41
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Our Constitution (Prod.)	Inspiring	19	5/ 3/41
Our Declaration of Independence (Prod.)	Timely	19	5/ 3/41
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
Spider Returns	15 Chaps.	5/10/41
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
Jungle Girl	15 Chaps.	5/31/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

BOOKING GUIDES

The Only Complete Listing of Films—Features & Shorts—for the Past Year Every Week

One of the Many Week-In, Week-Out Services of

SHOWMEN'S TRADE REVIEW

Meet Your Exchangemen

Hall Walsh (Warner Bros.)



Hall started with the film industry in 1919 as a shipping clerk for Famous Players. In 1921 he became poster clerk for First National, staying in that spot until 1923 when he shifted allegiance and went to Universal as a booker-salesman. He joined the Warner forces in 1925 as a salesman in St. Louis and in 1935 became branch manager— a post he has held ever since. He can usually be found munching contentedly on a large cud of gum.

Edgar A. Lamb (RKO-Radio)



Ed started with Selznick and Select Pictures in Seattle as a salesman. That was back in 1920. He was promoted to branch manager in 1922 and remained with the company until 1924, when he went to work as assistant branch manager for the Film Booking Office in Seattle, remaining there until 1928. He was made Portland branch manager then and remained when the company became RKO. In 1930, he was made Seattle manager.

William C. Karrer (Republic)



Bill entered the film industry in 1911 as office manager of International Feature Film Co. In 1913, he opened the Philadelphia office of World Films. Then he worked for Box Office Attractions, later becoming part owner of Independent Exchanges, known as 20th Century Film Co. With W. R. Wilkerson, he organized Wil-Kar Film Corp. selling states rights. For three years he was with Tony Lucchese and for the past five years he has been selling for Republic in the Quaker City. He is president of the Motion Picture Associates of Philadelphia.

Robert C. (Bob) Hill (Col.)



After spending 18 months in France as a First Lieutenant of Infantry, Bob entered the film business in the Fall of 1919 as salesman for Hallmark Pictures. Later he went to San Francisco, traveling in the Sacramento Valley for Paramount. In 1923, he became Seattle Branch Manager of the W. W. Hodkinson Corporation, then branch manager for Warner Brothers in Portland and Seattle in 1927. He joined Columbia in 1932 as Branch Manager in Salt Lake City and in 1939 was transferred to the Columbia exchange in Denver.

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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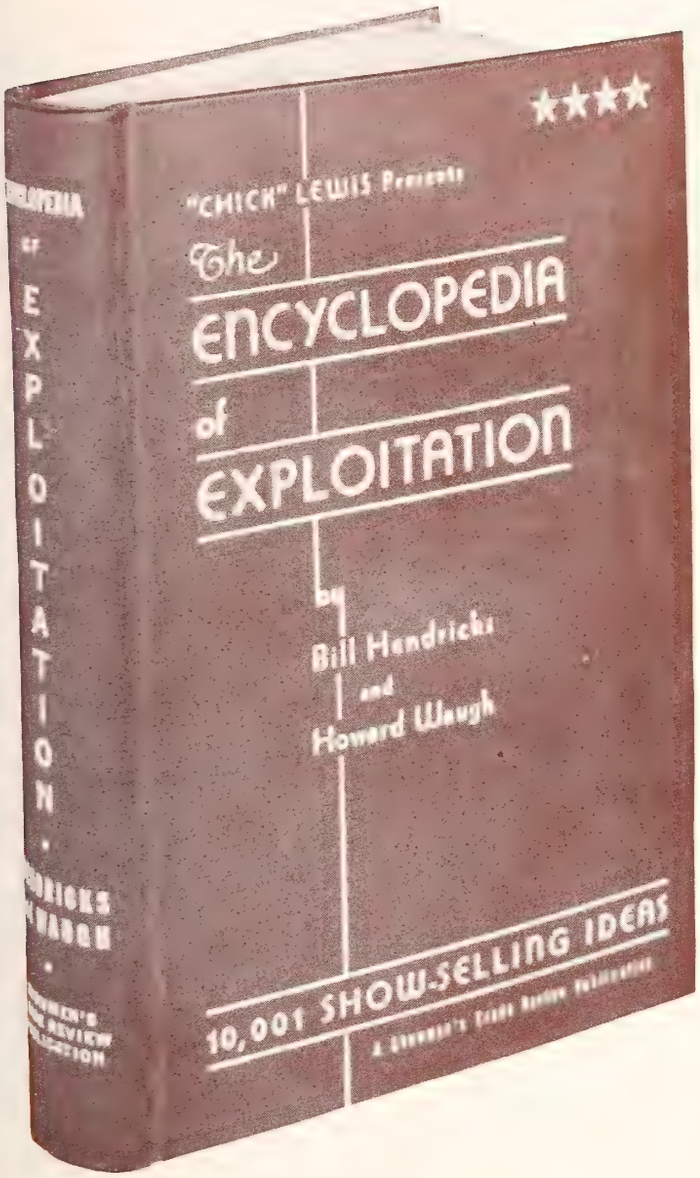
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Showmen's Trade Review
1501 Broadway, New York City

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NATIONAL SCREEN ACCESSORIES

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SHOWMEN'S TRADE REVIEW

FILE

LIBRARY OF CONGRESS
JUN 16 1941
PERIODICAL DIVISION

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

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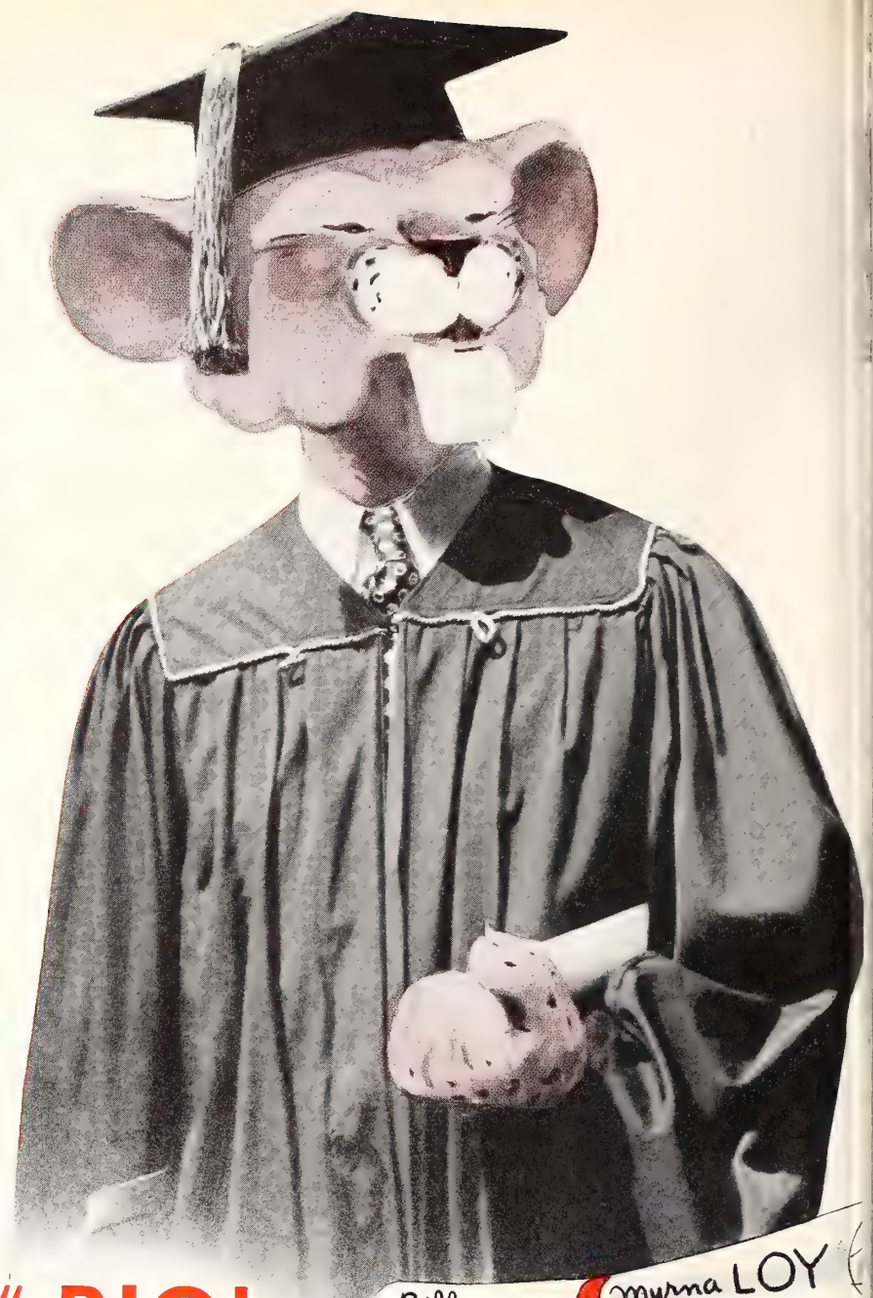


Chester L. Stoddard

Vol. 34 — No. 21

June 14
1941

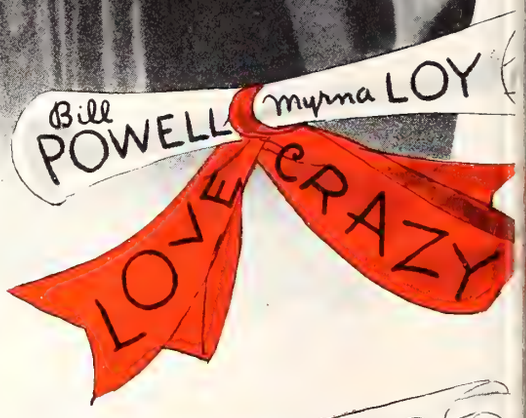
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Say, what is all this talk about box-office slump!

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CLARK GABLE, Rosalind RUSSELL *in* "THEY MET IN BOMBAY"

WALLACE BEERY *in* "BARNACLE BILL"

MARX BROS. & TONY MARTIN *in the Season's Gala Musical Comedy* "THE BIG STORE"

ANN SOTHERN *in* "RINGSIDE MAISIE"

The Editorial Page

Convention Observations

HOLLYWOOD, CALIF.—Although the combined gistration of MPTOA and the PCCITO amounts to a zeable total, the problem of getting the exhibitors into ie business sessions remains the biggest task of the com-ittees. After a woeful start and a small turnout the rst day, the exhibitors began to realize that they came at here for something other than studio visits and laxation, so the second day drew a well-filled house hen Kuykendall started the meeting.

* * *

Flying out on the Stratoliner was a new and novel xperience and we still can't believe that we left New ork one night and breakfasted in California next morn-ng. Chief occupation and diversion aboard the plane was he new national game of gin rummy. And if the success t their jobs of Grad Sears, George Dembow and Bob avini is a reflection of their skill at gin rummy, well, ve guess we all ought to take a course in that game.

* * *

MGM repeated the Atlantic City stunt of taking ex-ibitor photographs inside a lion's cage along side of the king of beasts. Watching others being photographed sim-ly proved how scared we must have looked when they inally succeeded in getting us into that cage at the Variety Club convention.

* * *

Paramount boys decided that if MGM can call itself "the friendly" company, they would adopt the slogan, "the affectionate" company. MGM backed up their slogan with a live lion. Paramount trumped them with a flock of starlets who circulated around the room kiss-ng the delegates on the forehead and leaving a generous sample of their lip rouge in the process.

* * *

National Theatre Supply put up a background for a display that blanked out the Wagner Sign exhibit, so Wagner and Liz Day, his chief assistant, retaliated by having a picket walk up and down in front of the NTS booth with a sign reading: "National Theatre Supply Exhibit is unfair to Wagner's Sign."

* * *

Ed Kuykendall delivered one of the best addresses and reports in all seven years of his incumbency as prexy of MPTOA. Spontaneous applause greeted his demand that the producers put an immediate and effective stop to the press showing of pictures for newspaper columnists and radio commentators and confine them to the recognized trade press who, alone, are entitled to view the product in advance of release so as to acquaint the exhibitors with vital information about pictures.

Under the existing system every good or half baked columnist and commentator broadcasts or writes his opinion about pictures long before they are available for booking and thereby murders the chances of many a good picture to make a dollar when shown throughout the country.

Here is a matter for serious discussion among those in Hollywood who are in a position to correct a dangerous situation—continued neglect of which can only result in further harm to the industry as a whole.

All exhibitors should congratulate Kuykendall on his aggressive remarks about this deplorable situation and write the studios supporting the MPTOA fight against further screening of pictures for any but the trade press.

* * *

A minister stopped the meeting cold. Rev. "Jim" Brougher who delivered the invocation came back a little later and knocked the exhibitors into convulsions with his remarks and stories. It was a pity he didn't have more time. You rarely get such fine, entertaining talent at an exhibitor convention.

* * *

Perhaps the outstanding address was that delivered Monday morning by Mary Pickford and which appears elsewhere in this issue. It was brief and sincere and sounded a new and good note in producer-exhibitor relations. They ought to appoint Mary the head contact between the two branches of the industry.

* * *

It was good to again greet so many old friends out here—Col. Ed Schiller of Loew's, Fred Meyer, now with 20th-Fox, Rotus Harvey and Bob Poole of the PCCITO, Harry Sherman, Nate Golden of Washington, Sidney Justin, Fred Wehrenberg of St. Louis, Earl Hines of General Theatres Equipment, and a host of others.

* * *

Dear Mr. Bill Rodgers: You'll find the answer to most of the shortcomings you mentioned between the covers of any issue of STR. We have for eight solid years devoted our full efforts and energies to promoting more and better showmanship and have backed up our advice with sensible material to help the theatremen of this country accomplish what both you and STR seek: namely, more patronage and increased receipts.

* * *

After this convention is over we'll start making the rounds of the various studios and an honest attempt will be made to pass along as much information as we can pick up on our meanderings about forthcoming product and production plans for the fall. It has been over a year since we last made the rounds in Hollywood and there are many old friends to be visited.

—*"CHICK" LEWIS*

JUN 14 1941

COL. ANNOUNCES 64 FEATURE PICTURES





Columbia's sales executives and branch managers heard the company's new season program announced at the annual convention held in Chicago last week. Above at the left is Harry Cohn, president of the company, being greeted by Chicago Division Manager Phil Dunas as he arrived from the Coast. Other delegates as they arrived by train are, left to right: Bill Brennan, Mgr. Print Dept.; Joe Miller, Albany Branch Mgr.; Tim O'Toole, New Haven Branch Mgr.; Louis Astor, Circuit Sales; Max J. Weisfeldt, Short Subject Sales Supervisor; Vincent Borelli; Rube Jackter, Asst. Sales Mgr.; Harry Rogovin, Boston Branch Mgr.; Harry Weiner, Philadelphia Branch Mgr.; Jack Cohn, Vice-President; Phil Fox, Buffalo Branch Mgr.; A. Montague, General Sales Mgr.; Sol Trauner, New York Branch Mgr.; Louis Weinberg, Circuit Sales; Joe Freiberg; Maurice Grad, Director Sales Promotion; Hank Kaufman, Mgr. Exchange Operations; George Josephs, Mgr. Sales Accounting, and Seth Raisler, Sales Contract Dept.

Chicago Sales Confab Hears Plans for Stars, Producers and Directors

Chicago—Sixty-four pictures will be released by Columbia in 1941-42, it was announced this week at the company's sales convention here. Of the 64, 48 will be feature pictures and 16 will be Westerns. The short subject program of four serials, 36 two reel subjects and 104 single reels was announced previously.

Among the pictures announced are the following:

A George Stevens production; "You Belong to Me," to be produced by Wesley Ruggles, co-starring Barbara Stanwyck and Henry Fonda; another Barbara Stanwyck production; "My Sister Eileen," to be produced by Max Gordon; two pictures starring Cary Grant; two with Jean Arthur; "Pal Joey," current Broadway stage hit, to be produced by George Abbott; two pictures starring Melvyn Douglas; Loretta Young in "Woman of Desire," now in production under direction of Gregory Ratoff; another starring Loretta Young; two pictures to be directed by Alexander Hall; "Wild Is the River," by Louis Bromfield; "Gloria Is Willing," starring Marlene Dietrich, to be produced by Mitchell Leisen; "The Things They Do in Rio," with Rita Hayworth, Brian Aherne, William Holden and Glenn Ford; "Eadie Was a Lady," which will also star Rita Hayworth; "Ladies in Retirement," now being produced by Lester Cowan and Gilbert Miller, being directed by Charles Vidor, with a cast headed by Ida Lupino, Louis Hayward, Isobel Elsom, Elsa Lanchester, Evelyn Keyes and Clyde Cook; another picture to be produced by Vidor; "Every Man For Himself," from the Broadway stage comedy; "Martin Eden," by Jack London; two Joe E. Brown pictures; "Harvard Here I Come," with "Slapsie Maxie" Rosenbloom; "Honolulu Lu," with Lupe Velez; "Two Girls From Argentine"; two Tillie the Toiler pictures; three Blondie pictures; "Harmon of Michigan," starring Tom Harmon and Anita Louise; two Boston Blackie pictures starring Chester Morris; two Lone Wolf pictures with Warren William; "The Boogie Man Will Get You," co-starring Boris Karloff and Peter Lorre; and a series of Ellery Queen pictures with Ralph Bellamy, Margaret Lindsay and Charles Grapewin. The sixteen Westerns will be in two series—one co-starring Charles Starrett and Russell Hayden—the other, Bill Elliott and Tex Ritter.

The convention, held at the Drake Hotel, was extended two extra days beyond its schedule to permit a full discussion of the 1941-42 season plans. Abe Montague, general sales manager, who presided, said that local salesmen will be permitted to handle individual problems without red tape. Decentralization was an important part of the discussions at the convention.

Harry Cohn, president of the company, brought 40,000 feet of film, comprising rough cuts of six of the company's "A" pictures, to show to the convention delegates.

UA Negotiations with Capra, Selznick Near Head

United Artists' negotiations with David O. Selznick and Frank Capra are reaching the stage where they will either be consummated or broken off, Mary Pickford declared this week, since it is necessary for the company to set its 1941-42 program.

20th-Fox Convention Shifted to Los Angeles

Twentieth Century-Fox will hold its annual sales convention in Los Angeles on July 16-18, instead of New York, as previously announced, according to Herman Wobber, general manager of distribution.

Returns to Theatre Work

Charles L. Becker, for the past several months associated with STR in an editorial capacity, has left to return to theatre work in which he has been engaged for several years.

N. J. Allied Mulls 135-Minute Bill

Proposed at Convention; Business Drop Discussed

Atlantic City—Following a discussion of the current decline in business, part of the blame for which fell on double-features, a proposal was made at the Allied of New Jersey convention this week at the Carlton Hotel here that the organization sponsor a bill which would limit motion picture programs to 135 minutes, similar to the measure introduced in Illinois. Opposition to the proposal was slight, and it was tabled to await further consideration by the Board of Directors.

Lack of cooperation by exhibitors was cited as the reason attempts to eliminate twin bills had failed. Weather and product, especially the former, were also blamed for the slump. Other factors were drive-in theatres, night baseball games and the banning of theatre games in some localities, it was said. Abram F. Myers, Allied general counsel, cited "gloomy pictures" as a principal reason for the business dip.

Replying to Ed Kuykendall's plea for unity, spokesmen said Allied had no objections to working closely with the MPTOA and the Hays organization on mutual problems, provided the interests of the independent exhibitor were guarded. Many Allied men said they would like to see a national body formed, but such a condition could never exist, they pointed out, as long as affiliated theatres are dominated by distributing companies.

Allied leaders also asserted Kuykendall's proposal to restrict advance screenings to the trade press only would be impracticable, pointing out that producers are not likely to stand for such a plan, that there is no reason for concealing a picture's merits, and that there is no harm in printing a fair criticism from unprejudiced sources.

'No Barter' Is MGM Policy

One Solicitation Only, Rodgers Tells MPTOA

MGM will introduce a revolutionary sales policy when selling under the consent decree starts, William F. Rodgers, general sales manager of the company, told the MPTOA convention in Los Angeles this week. The entire plan is predicated on one premise—"that the gross receipts must be the barometer of what you pay as film rental." Strict application of this policy will do away with the old practice of bartering and "we are confident that under the plan, a one time solicitation will be sufficient," said Rodgers.

Rodgers pointed out that there has been frequent criticism in the past of national sales plans that attempted to apply the same formula to theatres nationally. "I believe the plan we have worked out after months of study and survey and conferences with theatre owners, applies the proper slide rule to each individual situation," he said.

Rodgers continued: "In other words, we feel the time has come when that inevitable barter, that has unfortunately been a part of this business for so many years, should cease, and we are going to offer our best proposal first and, as heretofore, will stand behind our valuation of our pictures.

"Our interests are your interests. There can be no mistaken idea otherwise. Cooperation, one with the other, is a certain assurance of success."

CHESTER L. STODDARD

(The Man on the Cover)

Recently appointed district manager for the M & P Theatres in the Maine, New Hampshire and Vermont territory, the circuit's biggest district.

SHOWMEN'S Trade Review

Vol. 34, No. 21 June 14, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, Civic Theatre, Adelaide, South Australia. Subscription rates per year; $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

ne 16-19: RKO Sales Convention, dorf-Astoria, New York.
ne 16-19: National Screen Service convention, Waldorf-Astoria Hotel.
ne 18: Warner Club cruise to Bear ntain.
ne 17-19: ATO of Indiana conven-, Potawatomi Inn, Pokagon Park.
ne 24: Boston Variety Club charity

ne 29-July 1: MPTO of North and th Carolina convention, Ocean Forest el, Myrtle Beach, S. C.
ly 21: Pittsburgh Variety Club golf rnament, South Hills Country Club, ntwood.
uly 13-14: MPTO of Virginia con-tion, Chamberlin Hotel, Old Point nfort.
uly 16-18: 20th Century-Fox annual s convention, Los Angeles.
ept. 16-18: National Allied convention, njamin Franklin Hotel, Philadelphia.
ept. 17: ITO of Montana Fall con-tion, Billings.
ept. 19: Philadelphia Variety Club— e Exhibitor golf tournament, Philmont ntry Club.
Nov. 2: Pittsburgh Variety Club ban-t.

Work and Play' Convention Theme

Myrtle Beach, S. C.—Plans for e MPTO of North and South rolina convention to be held at the rest Hotel here June 29-30-July 1 e rapidly nearing completion, ac-rding to C. H. Arrington, presi-nt. Advance reservations, it is id, already indicate a record at-ndance, and various committees e coordinating their efforts to see at the three-day session lives up its name of a "work and play nvention."

WB Plan July Sales Meeting

A July sales convention is being lanned by Warner Bros., it was arned this week on the arrival in Hollywood of General Sales Man-ger Gradwell Sears. He will con-er at the studio with President Harry M. Warner, Vice-President Jack L. Warner and S. Charles Ein-eld, director of advertising and pub-city. The dates and place of the onvention will be decided during the onferences.

Gomersall, Rosian Promoted by "U"

Completing the executive revision of Universal's top sales staff, W. A. Scully, vice-president and general sales manager, this week appointed E. T. ("Peck") Gomersall, former Chicago district manager, to the post of Western sales manager.

Succeeding Gomersall in his for-mer post is M. M. Gottlieb, who has been Chicago branch manager.

Peter F. Rosian, Cincinnati man-ager for Universal, has been ele-vated to a newly created district managership covering Cincinnati, In-dianapolis, Oklahoma City and Dal-las.

MPTOA HEARS PLEA FOR COORDINATION

Kuykendall, Rodgers, Mary Pickford Among Speakers At Los Angeles Convention

Mary Pickford made a plea for united action between exhibitors and producers, declaring she was convinced the falling off in theatre attendance is not due to a lack of quality in present-day productions. The average "B" picture of today, she said, is vastly superior to the Class "A" pictures of 12 or 15 years ago.

Problems new to the industry since the last MPTOA Convention in 1938, were discussed at the gathering held in Los Angeles this week. Many of the speakers, taking cognizance of the slump in business called for more selling effort on the part of exhibitors to make up for the loss. The convention was held in conjunction with that of the PCCITO.

At the opening session, Ed Kuykendall made a plea for coordination among all phases of the industry, urging that all exhibitors work together, "regardless of imaginary differences — Allied, MPTOA and the Hays Office."

"We must quit pulling in different directions," he said. "If we stay in this business, we must accept this principle. That is why we are calling this an All-Industry Good-Will convention, and that is why I have urged many who are not affiliated with the MPTO to attend. We need each other. We owe it to ourselves. MPTOA invites every exhibitor, large or small, to join with us for the advancement of these principles."

Contending that those in the film industry should not wait for perplexing problems to strike, but "by careful planning and foresight, anticipate them," Kuykendall declared this had not been the general rule in the past, adding that "it has always seemed to me that we live too much in the present and not enough in the future."

In reference to the proposed tax bill in Washington, he said that most exhibitors would prefer to drop the exemption all the way down than to have the film rental tax which they cannot pass on in any way and which will cost them $12,000,000.

Stating that the Neely Bill would have become a law if the exhibitors had not lined up against it, the MPTOA president said he found himself "wondering what process of reasoning the small minority organization used that sponsored and fought to enact the bill."

Kuykendall referred to the New York consent decree as something that "has us all wondering," added that he wouldn't attempt to analyze it but would let men who know more about it present their views from both the distributor and exhibitor angle.

The Minnesota anti-block-of-five law, he declared, would bring chaos to exhibitors of that state. He expressed the hope they would work it out as common-sense showmen.

Commenting on the current business slump, Kuykendall said it seemed to him that exhibitors were sadly lacking in new merchandising methods. "Are we in a rut of standardized exploitation? Maybe we depend too much on the press book and take the lazy way, failing in personal effort."

He declared that the value of criticisms by Pacific Coast reviewers is greatly over-rated, and recommended that, as a constructive solution to the evils of Hollywood press previews, the trade press alone see and review new pictures in advance of actual release and at trade showings under the consent decree and that no advance press previews be provided or permitted in Hollywood in advance of first public exhibition or opening of pictures anywhere in the country.

Reviewing of pictures, he asserted, should belong to local newspapers in each locality whose critic knows his community and is competent to judge the picture when it opens there. The reviews and comments in a trade publication, which he quoted from the consent decree as meaning a daily or weekly newspaper or magazine devoted primarily to news concerning the motion picture industry, are written by men of experience in the trade, he said, not by critics and commentators who write for the general public.

Double features he branded as a menace, declaring they had a cheapening effect which encouraged the making of "quickies."

At a closed convention session at the Ambassador Hotel, the PCCITO considered the New York consent decree and arbitration provisions in detail, with Albert J. Law, general counsel of the Conference, advising the delegates as to their procedure in protecting their particular situation. Conference-affiliated exhibitors were urged to refer any complaints to be filed to Law for his recommendation as to how each individual case should be presented to the AAA tribunals.

Highlights of the speech to the convention by William F. Rodgers, and Miss Pickford's address in full will be found on page 15.

Hays Talks with Breen and Harmon

Chicago—Will H. Hays, MPPDA president, conferred here at length this week with Joseph I. Breen, for the past seven years Director of the industry's Production Code Administration, and with Francis S. Harmon, Executive Ass't to Mr. Hays.



BEN COHEN, MGM MGR. LOST ON ROBIN MOOR

Ben Cohen, on his way to manage the Metro Theatre in Durban, South Africa, is believed to have been lost together with his wife, when their ship, the Robin Moor was torpedoed in the Atlantic last month. Cohen, who formerly managed several theatres in New England, was well known in that section.

Circuits Oppose 135 Minute Bill

Although passage by the House of Representatives loomed this weekend, the 135-minute bill barring program over that length in Illinois Theatres, has been vigorously fought by circuits operating within the state. Some of them have stated that its passage would bar the showing of defense films. Others gave as their arguments that the public was overwhelmingly in favor of double features. Nevertheless, Illinois Allied has given the measure its blessing.

Goldwyn to Make 3 Pictures for RKO

Samuel Goldwyn looms large on the RKO-Radio 1941-42 program as the convention gets under way next week at the Waldorf-Astoria Hotel. He is scheduled to make three pictures for the new affiliate, the first of which will be "The Little Foxes." His third picture, to star Gary Cooper, will be "The Singing and the Gold."

Power Saving Seen in South

'Attend Movies Conserving Current' Is Atlanta Plan

Atlanta, Ga. — A save-power-by-going-to-the-movies campaign has been inaugurated here by Lee Rogers, motion picture critic of the *Constitution*. The city is already on a virtual "blackout" schedule through voluntary cooperative curtailment of the use of electricity, and plans for power rationing are being discussed.

It is Rogers' contention that Atlantans can save thousands of kilowatt hours for defense industries by simply turning off the lights in their homes and taking the family to a good movie. "We can help support the defense program while being entertained," the critic asserts, "by going to the shows. And we can keep the blackout from hurting financially the men who have given us mass entertainment."

With theatres already suffering a 35 per cent cut in grosses, an even greater slump is faced if power ration goes through. Only enough light to illuminate the current feature is visible on the marquees, and houses, at the request of power officials, have reduced consumption of electricity for air-conditioning units, and have also cut off all electric lights except those needed for safety purposes.

A daylight saving time order is being debated by the defense commission to conserve still further power. Power is also being conserved in Montgomery, Ala.

Cases Settled Before Hearing

Arbitration Demands Are Withdrawn by Exhibitors

A number of arbitration cases were disposed of by settlement, withdrawal or dismissal while only two new demands were filed.

The demand of E. K. Menagh, of the Star Theatre, Fort Lupton, Colo., for reduced clearance was granted this week by Arbitrator John Carroll in Denver. Menagh's demand for some run and his charge of withholding prints were dismissed by the arbitrator.

The case of the Majestic Theatre, Paterson, N. J., against the five majors and the State Theatre was withdrawn when a satisfactory adjustment was made. The complaint of the Ohio and Edon Theatres of Newport, Ky., against all the majors except RKO for some run was dismissed by the arbitrator because he has no authority to change such a situation until Sept. 1. The arbitrator, Judge Stanley Matthews, declared the clearance complaint unjustified. Another some run case, that of N. M. Konczakowski of Buffalo against the majors was also withdrawn. V. D. Guest's complaint on behalf of his Camden Theatre, Camden, Ark., against Loew's was withdrawn when Loew's consented to offer its product to the theatre after Sept. 1. Arbitrator Sefton Darr, sitting in Washington, dismissed Leo Homand's case on behalf of his Westway Theatre in Baltimore. Homand had previously lost his case in Federal Court. Arbitrator Joseph K. Carson in Portland found the case of the Rial Theatre against the majors u founded. P. R. Henderson, t owner, contended that he had be denied the right to buy product release dates. The case of the El Theatre, Akron, O., was deferr until the decision in the case of t Ken Theatre, Chicago, now on a peal. (The Appeals Board uph the arbitrator in the Ken case Thu

New cases filed this week are follows: Apex Theatre, Washington, D. C., against Loew's on clea ance given to three Warner Th tres; Laurel Theatre, Oakland, Cal against the five majors and a gro of theatres in Oakland.

HONOR GUESTS



He's a bad boy, is Lou Costello, but good box office draw with his partn Bud Abbott. The Universal stars seen above with Mort Singer, M Mayer, R. Kuatty, J. J. Brennan, Ma Thompson, Max A. Cohen, Leo Jus and others who attended a cock party given in New York by Matty F

THE ARBITRATION SITUATION AT A GLANC

Complainant and Complaint	Defendants	Disposition
	ATLANTA TRIBUNAL	
Parkway Theatre Miami, Fla. **Clearance**	Paramount, Warner Bros., Loew's; also 16 Public Theatres and 20th-Fox and Wometco (Two Complaints)	
	BOSTON TRIBUNAL	
Grand Theatre Whittenton, Mass. **Clearance**	Major distributors; also Strand and Park Theatres, Taunton, Mass.	
Park Theatre Nashua, N. H. **Some run**	Major distributors	MGM settled before hearing; Arbitrator Arthur L. Brown granted "some run" after hearing case against four remaining defendants
Three theatres Operated by Lucien des Coteau Manchester, N. H. **Clearance**	Major distributors	
York & Capitol Theatres Athol, Mass. **Clearance**	Major distributors	
	BUFFALO TRIBUNAL	
Carlson Theatre Mayville, N. Y. **Clearance**	Major distributors	Complaint withdrawn
Genesee Theatre Mt. Morris, N. Y. **Some run**	20th-Fox and Paramount	Arbitrator W. D. Smith directed 20th-Fox to furnish some run; Paramount settled
Marlowe Theatre Buffalo **Clearance**	Major distributors and Niagara Theatre	Withdrawn
Sun Theatre Rochester, N. Y. **Clearance**	All majors except RKO	Withdrawn

Complainant and Complaint	Defendants	Disposition
	CHARLOTTE TRIBUNAL	
Lafayette Theatre Winston-Salem **Some Run**	Warner Bros., RKO and Paramount; also Lincoln Theatre	
Patricia Theatre Aiken, S. C. **Clearance**	Major distributors; also Imperial, Dreamland and Rialto Theatres, Augusta, S. C.	
	CHICAGO TRIBUNAL	
Ken Theatre Chicago **Specific run**	RKO, Paramount and 20th-Fox	Arbitrator C. P. Mea dismissed the co plaint on techni grounds, holding t "specific run" can be sought before Se 1, under Consent D eree; Arbitrator held on appeal
State Theatre Morris, Ill. **Some run**	MGM, and Morris and Times Theatres, of the Anderson Circuit	Arbitrator Chas. Hen ordered MGM to s vice the theatre
	CINCINNATI TRIBUNAL	
Main Theatre Columbus, O. **Clearance**	Major distributors and Eastern Theatre	
Parsons Theatre Columbus, O. **Clearance**	Major distributors and Markham Theatre	
State, Ohio and Eden Theatres Newport, Ky. **Run and Clearance**	Warner Bros., Paramount, Loew's, Inc., and 20th-Fox; also Hippodrome and Strand Theatre	Dismissed
	CLEVELAND TRIBUNAL	
Ellet Amusement Co. Akron, O. (for incompleted theatre) **Some run**	Five majors, Co-Operative Theatres of Ohio, Norka and Rialto Theatres, also two individuals	
	DALLAS TRIBUNAL	
Campus Theatre College Station Texas **Clearance**	Major distributors; also Palace, Queens and Dixie Theatres, Bryan, Tex.	

HE ARBITRATION SITUATION AT A GLANCE

mplainant and Complaint	Defendants	Disposition
ph's Drive-In astin, Tex. e run	Loew's, Inc., 20th-Fox and Warner Bros.	Settled
mana Theatre l Campo, Tex. e run	Major distributors	
	DENVER TRIBUNAL	
gmont Theatre ongmont, Col. e run	Seven majors, including three signatories of the consent decree	Complaint withdrawn; plaintiff assessed costs
Theatre itchell, Neb. rance	Major distributors; also Egyptian, Bluffs and Oto Theatres, of Scottsbluff, Neb.; the Grove and Riviera, of Gering, Neb., and the Delmar, of Morrill, Neb.	
	Major distributors and Rex Theatre, Brighton, Col.	Loew's settled; charge of withholding prints dismissed; clearance reduced to three days
	DETROIT TRIBUNAL	
	Warner Bros., Paramount, Whittier and East End, Theatres, Detroit	
	Paramount, Loew's, Inc., RKO, Warners; also Coliseum Theatre	Settled
	LOS ANGELES TRIBUNAL	
	Major distributors; also Hunley, Sunset and Clinton Theatres	
	Consenting distributors, and Universal, Republic, United Artists and Wheeler Circuit of Alhambra, Cal.	
	Major distributors	
	MEMPHIS TRIBUNAL	
	Loew's, Inc.	Withdrawn
	MILWAUKEE TRIBUNAL	
	Major distributors	
	Paramount; also named Jeffris Theatre, Janesville, Wisc.	
	MINNEAPOLIS TRIBUNAL	
	Paramount and 20th-Fox	Arbitrator Philip Mackay dismissed charge against Paramount; 20th-Fox case pending
	MGM, Warner Bros., RKO, 20th-Fox and the State Theatre	
	NEW HAVEN TRIBUNAL	
	Major distributors and Rivoli Theatre, West Haven	
	NEW ORLEANS TRIBUNAL	
	Paramount, MGM and Warner Bros. (three separate complaints)	Settled with MGM; Paramount complaint dismissed; Warner's case automatically dropped, theatre sold.
	NEW YORK CITY TRIBUNAL	
	Major distributors and Skouras' Fulton, Apollo and Orient Theatres	Discontinued
	Major distributors and Pascack Theatre, Westwood, N. J.	
	Major distributors; also Capitol Theatre, South River, N. J.	
	Major distributors, and Paramount, Oxford and Strand Theatres, Plainfield, N. J.	
	Four consenting distributors, Loew's, Inc. excepted; also Strand, Paramount and Oxford Theatres, Plainfield	
	Major distributors; also Glen Theatre, Glen Cove, L. I., and Huntington Theatre, Huntington, L. I.; Regent Theatre, Bay Shore	
	Major distributors; also State Theatre	Settled
	Major distributors; also Lafayette Theatre, Suffern, N. Y., Warner Theatre, Ridgewood, N. J.	
	Major distributors and Cort Theatre, Somerville, N. J.	
	Major distributors	Settled before hearing before Arbitrator Julius Henry Cohen

Complainant and Complaint	Defendants	Disposition
Squire Theatre Great Neck, L. I. **Clearance**	Major distributors; also Playhouse Theatre, Great Neck	Pending
Storm King Theatre Cornwall, N. Y. **Clearance**	Major distributors; Broadway, Ritz Theatres, Newburgh	
Temple Theatre Union City, N. J. **Clearance**	Major distributors; also Roosevelt Theatre, Union City, N. J.	
West End Theatre Newark, N. J. **Clearance**	Major distributors; also Ritz and Savoy Theatres	
	OKLAHOMA CITY TRIBUNAL	
Ritz Theatre Duncan, Okla. **Some run**	Warner Bros.	
	PHILADELPHIA TRIBUNAL	
Breeze Theatre Philadelphia **Clearance**	Warner Bros. Management Corp., Vitagraph, Paramount and 20th-Fox.	
Earle Theatre Newcastle, Del. **Some run**	Loew's, Inc., and Loew's Parkway Theatre, Wilmington, Del.	
Florence Theatre Florence, N. J. **Clearance**	Major distributors; also Fox Theatre, Burlington, N. J.	Dismissed
Hatboro Theatre Hatboro, Pa. **Clearance**	Major distributors; Grove Theatre, Willow Grove, Pa.	
Hill Theatre Philadelphia **Clearance**	Paramount, Warner Bros., and RKO; also Rialto & Sedgewick Theatres	
Hollywood Theatre Elizabethville, Pa. **Clearance**	MGM	
Palm Theatre Philadelphia **Clearanc**	Warner Bros. Circuit Management Corp., Loew's, Inc., 20th Century-Fox, Paramount	
	PITTSBURGH TRIBUNAL	
Beacon Theatre Pittsburgh **Clearance**	Major distributors; also Squire Hill Theatre	
Eighteenth St. Theatre, Erie, Pa. **Some run**	Warner Bros., 20th-Fox, RKO and Paramount	
Majestic Theatre Ellwood City, Pa. **Some run**	RKO, 20th-Fox and Warner Bros.	
	PORTLAND TRIBUNAL	
Rialto Theatre Albany, Ore. **Some run**	MGM, 20th-Fox and Warner Bros.	Arbitrator found complaint unfounded
	SALT LAKE CITY TRIBUNAL	
Park Theatre Red Lodge, Mont. **Clearance**	Warner Bros., 20th-Fox and Paramount	
Royal Theatre Laurel, Mont. **Clearance**	Warner Bros., 20th-Fox and Paramount	
	ST. LOUIS TRIBUNAL	
Rialto Theatre Cape Girardeau, Mo. **Clearance**	RKO and Fox Midwest Agency Co., who operate Broadway and Orpheum Theatres	Settled
Sosna Theatre Mexico, Mo. **Some run**	Five consenting and four non-consenting distributors	Sosna directed to redraw and re-file his complaint because non-signers were included.
	SAN FRANCISCO TRIBUNAL	
Laurel Theatre Oakland, Cal.	Major distributors; Allendale, Hopkins, Foothill, Diamond, Capitol, Eastmont, Palace, Parkway and Tower Theatres	
Rita Theatre Vallejo, Cal. **Clearance**	RKO, Warner Bros., Paramount; also named: MGM, 20th-Fox and Majestic Theatre	
	WASHINGTON TRIBUNAL	
Apex Theatre Washington **Clearance**	Loew's: Calvert, Avalon, Uptown Theatres	
Charles Theatre La Plata, Md. **Clearance**	Four consenting majors, except Warners; also Columbia	Complaint withdrawn; case settled
Lea Theatre Danville, Va. **Some Run**	Major distributors	
Schoolfield Theatre Danville, Va. **Clearance**	Major distributors and the Kincey and Craver Circuits	
Westway Theatre Baltimore **Clearance**	20th-Fox, Warner Bros., United Artists and Durkee Circuit and MGM.	Dismissed
Walbrook Theatre Baltimore **Clearance**	20th-Fox, Warner Bros., and the Durkee Circuit	Arbitrator E. B. Prettyman held clearance of Ambassador Theatre was reasonable, whereas clearance of Forrest and Gwynne Theatres was "unreasonable"; ordered reduction in latter

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

Annual Golf Tourney July 21; Tent Will Sponsor Pro Football Game; Kellenberg Celebrates His Birthday

Tent No. 1 will hold its annual golf tournament at the South Hills Country Club on July 21. The various committees are busy arranging for prizes and this will be a big day for all of the barkers. A team match has been tentatively arranged with Cleveland. Pittsburgh will send a team of four to compete in the Cleveland tournament and Cleveland in turn will send a team to Pittsburgh.

The opening professional football game in Pittsburgh will be between Barker Art Rooney's Pittsburgh Steelers and the Chicago Bears and will be sponsored by Tent No. 1. It is hoped that this will be Tent No. 1's most successful promotion of the current year.

Visitors at the club this past week included Mike Vogel of the *Motion Picture Herald,* Simon Simone, currently playing the Stanley Theatre, Charles Kranz of Tent No. 11, and Addie Klein, former RCA representative in Pittsburgh and now located in Chicago.

Barkers McArdle, Habernathy and Weiblinger helped Chief Barker Kellenberg celebrate his birthday at a little party in the club quarters.

Herb Browar, son of Mark Browar, and Irving Smith, son of Frank Smith, graduate from Carnegie Tech and Dartmouth, respectively, this week and both are scheduled to join up with Uncle Sam's forces.

Tent No. 3—Cincinnati

Annual Picnic Set for June 30; Malone and Stoner of MGM and Goldstein of Paramount Visitors to the City

Monday June 30 is the date. The annual picnic is the occasion. And this year according to Mike Greenberg and Andy Niedenthal, the hard working committeemen, the affair is going to be on a larger scale than ever before. So set the day apart as one of real fun, and prepare all your friends for participation in the greatest, biggest and most stupendous picnic ever given by Tent No. 3. Yes, there will be fried chicken and everything.

Hard at work all last week were John Malone, the big wig of MGM, and Buck Stoner, the genial branch manager of the MGM Pittsburgh office, who came here to cooperate with Eddie Booth, local manager, and Bill Devaney, city salesman for the firm. Incidentally Booth has completely recovered from his recent discomfort of poison ivy. Was he a scratchy guy for several weeks!

Harry Goldstein, the Paramount district manager, has been in close consultation at the clubrooms with Joseph Oulahan, his local branch manager.

Hats off to Pete Rosian, the Cincinnati Branch Manager for Universal, at the recent house warming of the firm's new building. Pete, known as a great host, spared nothing whatever to make the affair a huge success. And all who attended were unanimous in their praise of Pete and his co-workers. Nice going, Pete.

A trip of over a hundred and fifty miles to Harrington Lake in the Blue Grass Commonwealth of Kentucky for the purpose of fishing availed Barkers Bill Hastings, Joe Alexander and Noah Schechter who were accompanied by Eddie Riesenberg and Larry Lyons nothing more than 48 sleepless hours, plenty of sunburn, wet torsos from two cloud bursts and an even dozen small bass.

Tent No. 5—Detroit

Buermele in Hot Springs on Vacation; Howard Working on Plans for Club Affairs; Clubrooms Open Every Eve

Motor City Barkers are getting back to normal after recovering from the Atlantic City convention—there was plenty of work piled up on their desks when they returned, and probably branch managers and salesmen had about the toughest assignment of work to clear up, with the new selling plans for most of the major companies keeping everybody plenty busy.

Personal news is at a minimum, as the tendency is either to take a brief vacation if work permits—or catch up with duties if they are too numerous. Among those still away at this writing on protracted vacations was Carl W. (Cully) Buermele, off for a rest at Hot Springs, Ark., leaving the job of running Co-Operative Theatres in the capable hands of Sam Barrett, while Tom McGuire aided on the entertainment side.

Johnny Howard, Chief Barker, has not set definite dates for those big Summer Specials this Tent is working on but you'll hear about them soon. Don't forget—golfers will have a chance to prove their mettle at Detroit in about a month—and there will be a grand get-together of the whole industry in the Variety Sweepstakes a little later on. Sales conventions of the film companies, not all definitely scheduled yet, are holding up final choice of the date.

F. A. Schneider of the Stratford was coming along fine at last reports, and should be up and maybe back at work by this time.

Detroit Tent will have the clubrooms open every evening on the new summer schedule—there's always something doing downtown to bring the crowd down. We don't close up summers in this climate.

Tent No. 12—Minneapolis

Steffes Spends a Few Days in Town; Kelly Gives Farewell Party for Bonura; Moe Levy Back from New York

It was like old times to have W. A. Steffes, two-time Chief Barker, around last week hobnobbing with the boys and everybody was happy to see him looking so well. He came down from his northern Minnesota estate for a few days, but will return to spend the balance of the summer there.

Mike Kelly, owner of the Minneapolis American Association baseball club and one of the Barkers, gave a farewell luncheon party for his first baseman, Zeke Bonura, who leaves to report to the Army. Newspapermen and friends were present.

Club members are looking forward to a dinner meeting at which Chief Barker Ben Blotcky will report on the Atlantic City convention and discuss plans for the rest of the year.

During the summer months the clubrooms are closed Sundays, giving hard-working Mike Manas, club steward, an opportunity to have a day off a week with his family. Moe Levy, 20th-Fox district manager, is back from New York and around the club again.

NOTICE

Framed, processed pictures of Barker, used for the cover of the journal of the recent convention in Atlantic City, are available at National Headquarters. The purchase price is $3.50 each. Address orders with remittance to: National Variety Clubs, William Penn Hotel, Pittsburgh, Pa.

Tent No. 17—Dallas

First Group of 75 Boys Off for Cam R. E. Griffith; Ten Groups of Lads fo Two Weeks Each Planned

For the third successive year the Variet Club's Camp R. E. Griffith near Belton, Texas echoed the happy laughter of boys at play a some 75 of Dallas' underprivileged youngster journeyed to the camp site Saturday, June 7th to open the 1941 Summer season.

This first group will remain at the camp fo two weeks and then every two weeks thereafte additional groups will be taken to the cam throughout the remainder of the Summer. Ac cording to Chief Barker Paul Short, 750 boy will be given the two week's outing this yea

Tent No. 24—Charlotte

Golf Tournament and Dance Highl Successful; Parker Loses Appendix Air Conditioning in Clubrooms

Naturally, the big event of the week was th Charity Golf Tournament and Dance. W quote the *Charlotte Observer* story by Jak Wade—

"A tremendous field of 101 golfers took par in the annual Variety club golf party at th Carolina club yesterday when 16 handsome prize were awarded for the various honors achieved

"Members and guests were the competitor with Pete Webb, the veteran tournamen player, taking the low gross prize with hi 67. Winwood Ham was runner-up with his 77

"Bill Holliday won the low net prize with 73, while seven tied for second place. The were George Roscoe, Jack Goldsmith, A. L Simpson, V. L. Smith, Ed Jeffries, Jim Rey nolds, George Graves, Jr. Each shot a 74.

"Other awards: least number of putts— Barney Ross, 29; driving contest—Pete Webb 312 yards; best dressed—Cy Dillon; blin bogey—S. T. Brooks, 96; low score for on hole—T. G. Wilkins, birdie two on seventh consolation—L. C. Lowe, 130."

The dance was also a huge success, being on of the swellest affairs ever held in Charlotte Approximately 100 couples attended including not only local and out of town Barkers bu prominent business men, their wives, sweet hearts and friends.

Barker Watt Parker had an appendectomy performed at the Memorial Hospital and fron all reports he is doing very nicely.

Among those visiting the Club during th week were Robert I. Lee, owner of the Caro lina Hotel in Raleigh, and his assistant M. H. McQuay, who attended the dance and tournament. Morris Nuger was host to Sam Miller of Montgomery, Ala.

The Joe Ginns have finally settled in thei apartment bringing their charming little daughter. Joe had to go to Chicago for a business meeting of Columbia officials but managed to return in time to greet the family He has also been ill.

Barker Benn Rosenwald took a plane for New York for a business conference Sunday and expects to return at the end of the week.

The air-conditioning of the Club was placed in operation on Friday. It looks as though the rooms will have to be enlarged by the attendance over the week end. The Saturday night frolic was absolutely capacity—Sunday night was more so and Monday night, the night of the dance, practically broke the walls. Something will have to be done about this. It is very evident that with the air conditioning of the Club during the Summer it will be the most popular spot in Charlotte.

The Box Office Slant

Out of the Fog

(Hollywood Preview)

Warner Bros. Drama 85 mins.

(Prod. No. Not Set—Release, June 14)

AUDIENCE SLANT: (Adult) A strong attraction with excellent trouping and direction. Outdated story may make its reception questionable.

BOX OFFICE SLANT: Although perfect from a theatrical standpoint, will need smart selling to put over. Swell for the key spots.

Cast: Ida Lupino, John Garfield, Thomas Mitchell, Eddie Albert, George Tobias, John Qualen, Aline MacMahon, Jerome Cowan, Odette Myrtil, Leo Gorcey, Robert Homans. Bernard Gorcey, Paul Harvey. Credits: Directed by Anatole Litvak. Screenplay by Robert Rossen, Jerry Wald and Richard Macaulay. Adapted from the play "The Gentle People," by Irwin Shaw. Photographed by James Wong Howe. Film editor, Warren Low. Associate producer, Henry Blanke. Executive producer, Hal B. Wallis.

Plot: John Garfield, a cheap racketeer, takes his "pound of flesh" from poor owners of small boats for what he calls protection. Thomas Mitchell and John Qualen pay the levy, but when the racketeer starts going around with Mitchell's daughter, Ida Lupino, they plan to murder him at sea. An act of God saves them from commiting the crime, when he falls out of their boat and drowns.

Comment: Here's a strong attraction for the adult trade that may need some smart selling to put over, due mostly to the fact that the story is outdated. Dealing as it does with racketeering, its reception at the ticket windows might be questionable, as this type of vehicle has not won popular approval in recent months. However, if your patrons like this kind of screenfare, we recommend this one highly. The film is an adaptation of the successful Irwin Shaw stage play, "The Gentle People," and retains much of the appeal of the original. On the credit side are the outstanding performances of John Garfield, Ida Lupino, Thomas Mitchell, John Qualen and the other members of the fine cast, and the top-flight direction of Anatole Litvak. Production, scripting and technical aid are perfect; in fact, everything connected with the picture rates raves, with the exception of the story matter, for the reasons stated above. Newspaper headlines concerning racketeering, could be used as blow-ups for your lobby. Cut-outs of the leads should be placed atop your marquee.

Catchline: "The tale of a guy who had rocks where his heart ought to be."

Paper Bullets

(Hollywood Preview)

Producers Drama 69 mins.

(Prod. No. 123—Nat'l Release, May 30)

AUDIENCE SLANT: (Adult) Lacks nothing for general audience appeal.

BOX OFFICE SLANT: Better-than-average supporting fare.

Cast: Joan Woodbury, Jack LaRue, Linda Ware, John Archer, Vince Barnett, Allan Ladd, Gavin Gordon, Philip Trent, William Halligan, George Pembroke, Selmer Jackson, Kenneth Harlan, Bryant Washburn, Alden Chase, Robert Strange, Alex Callam, Harry Depp. Credits: Directed by Phil Rosen. Original story and screenplay by Martin Mooney. Director of photography, Arthur Martinelli. Film editor, Martin G. Cole. Produced by Maurice Kozinsky. Associate Producer, Franklin Kozinsky.

Plot: In order to avenge a wrong, Joan Woodbury becomes a part of a racketeering group. She manages to have the man she was after sent to jail, but becomes so involved herself that she is forced to serve a term in prison. Waiting for her release is John Archer, the man she loves, who had married her just before she was arrested.

Comment: This picture definitely proves that good entertainment can be made on a small budget, for here is a first effort by a new producing team, Maurice and Franklin Kozinsky, that lacks nothing for general audience appeal. With a good story, superior direction and a well-cast troupe, it puts to shame some of our big budget "specials" and shapes up as stellar entertainment for any situation. The performances of Joan Woodbury, Jack LaRue, Linda Ware, John Archer, Allan Ladd and the other members of the cast are no small factor in the picture's success, aided by the direction of Phil Rosen. On the production end, the Kozinsky Brothers have made up for the small budget, with shrewd showmanship values, making every dollar count. Adding materially to the film are the two catchy songs delivered by Linda Ware. Distribute heralds, printed to resemble election dodgers. Invite law enforcement agencies to an advance showing, getting your newspaper to cooperate.

Catchline: "More deadly than the real ones . . . "paper bullets."

Legion of Decency Ratings

(For Week Ending June 14)

SUITABLE FOR GENERAL PATRONAGE

Law of the Range
Criminals Within
Saddle Mates
Hands Across the Rockies
Return of Daniel Boone
The Saint's Vacation

SUITABLE FOR ADULTS ONLY

The Getaway
Paper Bullets
Man Hunt
Men of the Timberland

OBJECTIONABLE IN PART

Underground

The Richest Man in Town

(Hollywood Preview)

Columbia Drama 69 mins.

(Prod. No. Not Set—Nat'l Release, June 12)

AUDIENCE SLANT: (Family) Has little to offer in the way of entertainment.

BOX OFFICE SLANT: May get by as supporting fare in the neighborhood runs.

Cast: Frank Craven, Edgar Buchanan, Eileen O'Hearn, Roger Pryor, Tom Dugan, George McKay, Jimmy Dodd, Jan Duggan, John Tyrrell, Harry Tyler, Will Wright, Joe Friedkin. Credits: Directed by Charles Barton. Produced by Jack Fier. Screenplay by Fanya Foss and Jerry Sackheim. Photographed by Philip Tannura. Film editor, Al Clark.

Plot: The hostility of two lifelong friends, a rich banker and the editor of the local newspaper, has been the talk of the town for years. Few people know the banker was helping his friend on the q. t., but it all comes out when the editor suffers a heart attack, and the bank prints the obituary that was meant for him.

Comment: The entertainment value of this film lies in the work of Frank Craven and Edgar Buchanan, who deliver nice portrayals in spite of a weak story, which drags for most of its 69 minutes. The yarn is of the homespun variety, and may please as supporting fare on duals in the neighborhood runs. To make matters worse, they have injected a couple of old gags into the script that will bore most patrons. Taking everything into consideration, the picture would profit greatly by some additional editing. Aside from the acting ability of Craven and Buchanan, and the introduction of Eileen O'Hearn, a newcomer who shows marked promise, it has very little to offer for either theatregoer or exhibitor. Play up the little theatre angle in your advance exploitation. Patrons could vote for the most popular amateur performer in your community.

Catchline: "He wrote his own obituary."

Hands Across the Rockies

(Hollywood Preview)

Columbia Western 57 mins.

(Prod. No. 2215—Nat'l Release, June 19)

AUDIENCE SLANT: (Family) Will please the western addicts. A good sagebrusher.

BOX OFFICE SLANT: Should do the usual western business.

Cast: Bill Elliott, Mary Daily, Dub Taylor, Kenneth MacDonald, Frank LaRue, Donald Curtis, Tom Moray, Stanley Brown, Slim Whitaker, Harrison Greene, Art Mix, Eddy Waller, Hugh Prosser. Credits: Directed by Lambert Hillyer. Screenplay by Paul Franklin. Story by Norbert Davis. Director of photography, Benjamin Kline. Film editor, Mel Thorsen. Produced by Leon Barsha.

Plot: The only witness to a murder is being forced to marry the killer, on the theory that a wife cannot testify against her husband. When the girl tries to elope with the man she loves, they are caught and he is held for kidnapping, until Wild Bill Hickock comes along and saves the day.

Comment: Without the usual amount of gunplay, hard-riding and fighting, this shapes up as a pretty good western. Highlight of the picture is a courtroom sequence with Eddy Waller stealing the show with his portrayal of the circuit judge. This one sequence lifts the film from an ordinary feature into a very acceptable piece of entertainment. Bill Elliott turns in his usual good performance, the kind that will please his large following. As stated above, it's not the actionful type of sagebrusher, yet it has the ingredients to satisfy the outdoor fans. Direction and production are more than satisfactory. Usual western lobby and exploitation stunts can be used to sell this one.

Catchline: "A counsellor-at-law . . . the two-gun kind."

Broadway Limited

United Artists Comedy-Drama 73 mins.

(National Release, June 13)

AUDIENCE SLANT: (Family) A fairly good comedy that will get some laughs.

BOX OFFICE SLANT: Will serve to lighten a dual bill dominated by a heavy dramatic feature.

Cast: Victor McLaglen, Marjorie Woodworth, Dennis O'Keefe, Patsy Kelly, ZaSu Pitts, Leonid Kinskey, George E. Stone, Gay Ellen Dakin, Charles Wilson, John Sheehan, Edgar Edwards, Eric Alden, Sam McDaniels. Credits: Directed by Gordon Douglas. Screenplay by Rian James. Director of photography, Henry Sharp. Photographic effects by Roy Seawright and Frank Young. Film editor, Bert Jordan. Art direction, Nicolai Remisoff.

Plot: Marjorie Woodworth, a glamorous movie star, is about to leave Chicago for New York with her director, Kinskey, and her press agent, Patsy Kelly. Kinskey thinks

(*Continued on Page* 16)

Program Exchange

Sunburned Patrons Definite Sign of Summer; Button Insurance Gag a Good One

SUMMER is officially here. No better proof is needed than the fact that folks are beginning to nurse initial cases of sunburn. Just before the recent Memorial Day holiday weekend, for example, the people we saw were for the most lily-white in complexion. Then when we saw them later, their faces were red and they moved about gingerly, leaning back in their chairs (if they could) as slowly and easily as possible.

We think it would be a good idea for theatremen to have pillows on hand at all times, so that extreme cases could be made comfortable whenever they attend the movies. A change in contest prizes might see tubes of healing ointments or bottles of sun tan lotions offered to lucky patrons. Perhaps an advertising line like this might attract additional patronage: "Why risk the danger of a miserable sunburn this weekend? The way to get a proper sun tan is to take 'Old Sol' in small doses. That leaves you plenty of time to attend the Blank Theatre, where you can see the best show in town amid cool and comfortable surroundings."

Of course, the official starting day of summer is June 21, but as far as we're concerned, it's already here. Now let's get on to the business at hand.

Program on Post Card

Whether Manager Thomas di Lorenzo of the New Paltz Theatre, New Paltz, N. Y., has abandoned his old program for a new kind, or whether the post card he sent us merely supplements it, we don't know. Perhaps, because summer is here (see, we told you!) he is making a substitution. Anyway, the card lists the current week's attractions and represents an economical method of keeping the folks informed of what's going on at the New Paltz throughout the summer.

Matt Park of the Audien Theatre, Wetaskiwin, Canada, sends us his June program card which has a perforation in it so we can hang it up for easy reference. Matt gives the star-ratings to those features which managed to win three or more from critics who bestow stars. One of the merchants' ads on the card is that of Charles Boyer, who deals in men's wear and does cleaning and pressing. At first we thought it might be our screen idol, but when we found two Charles Boyers in our telephone directory, we realized there could easily be a third. Yet it seemed strange to see a movie star's name on a movie program, only to discover that "he" was in the clothing business.

They've already started to advertise the cool comfort of the Wallace and Rose theatres down in Levelland, Texas. According to an item in The Reminder, "the most efficient air-conditioning system in the country is now in operation" and "no matter how hot, how muggy, how oppressive it is outside this summer . . . you'll find it like the mountains or sea-shore in here." This is a good piece of copy other showmen can surely use.

Remember that thermometer card Arnold Stoltz used for "The Flame of New Orleans"? Well, W. S. Samuel has duplicated it for the showing of the film at the Lyric Theatre, Port Neches, Texas, only this time a real thermometer is lacking and in its place is a printed one. The effect, however, is still there.

The inside spread of Stanley Nyquist's current program was devoted to a five-column ad on 'The Devil and Miss Jones" that struck us right between the eyes, and we hope it had the same effect on patrons of the Savoy Theatre, Catasauqua, Pa. The "Free Button Insurance" gag should furnish other showmen with a worthwhile selling angle on that next comedy. Patrons were invited to go right ahead and laugh at "The Devil and Miss Jones" without worrying about buttons coming off, because the theatre would replace them. We're just wondering how many took Stanley up on the offer.

This week's "picture-program" (listing of attractions on the back of a photograph of a featured player) from Will Briemann of the Ambassador Theatre, Baltimore, Md., furnishes us with an attractive acquatoned photo of Carmen Miranda. Inasmuch as fan photos are available on most important players, it might be wise to make programs out of the pictures for a while, if you get what we mean. Will must be getting results, because this is the third "picture-program" we've received from him.

We knew we forgot to mention something about the Rose and Wallace theatres that should have been mentioned in the paragraph referring to their "cool" plug, and now we remember it. It's almost too late to do many showmen any good, but the file will take care of it until you're ready for it next year. Wallace Blankenship, head of the Wallace Theatres, sent letters to all graduates in which he congratulated them for having reached the end of the road in high school activities, "which we hope will forever remain a treasured memory," and invited them to be his guests at the theatre simply by exchanging their letters for passes.

Well, that's as far as we can go this week. But in spite of the heat and the humidity, you'll find us here seven days from now.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

A Friend in Need

Friends in need are friends indeed, and among these the motion-picture theatre is prominent. When things go wrong, when there's nothing to do, when human companionship palls and conversation seems a chore, the impersonally intimate cheer of the theatre offers refuge.

Within the Shore Theatre you are in good company. All about you are good people sharing your good time. On the screen is portrayed for you the literary output of the finest minds!

The Shore Theatre is a friend in need; a friend indeed!

--Your Application Blank--

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

JULY

7th

AIR MAIL SERVICE started, 1929. Arrange to have a print shipped to you by air mail with appropriate ceremonies at the airport. Run a display of airmail stamps in the lobby with specimens contributed by local philatelists.

8th

BLOODHOUNDS MADE LEGAL AGENTS, 1911. This angle can be used on any picture which has tracking dogs in it. Any short about dogs would also be appropriate.

10th

BURR-HAMILTON DUEL FOUGHT, 1803. This was about the last legal duel and one of the most famous in history. Tie up any picture featuring a duel with this event.

WYOMING ADMITTED TO THE UNION. Admission Day is observed in the state and due note should be taken by the theatres.

14th

STARS AND STRIPES ADOPTED, 1777. Through your newspaper try to find the oldest flag in the city. An essay contest on "What the flag stands for" would be particularly appropriate. The day calls for a display of flags outside.

15th

ST. SWITHIN'S DAY. An old legend says that if it rains on this day, it will rain for forty days more. Newspaper ads for this day should carry a line reading, "Snap your fingers at St. Swithin's Day—whether it rains or not for the next 40 days you'll find a good show at the Strand."

22nd

ALEXANDER McKENZIE, first white man to cross the continent north of Mexico, reached the Pacific in 1793. Tie up this famous trek with a Western picture about pioneers.

23rd

STEVE BRODIE JUMPED, 1888. This is the anniversary of the famous leap from Brooklyn Bridge. Tie up this anniversary with any picture featuring some daredevil stunt.

THEATREMAN RE-ELECTED

When a dog bites a man, that's news; and when a theatreman runs for a political office, that too is news. In a recent City Council election at Miami Beach, Fla., Mitchell Wolfson, co-owner of the Wometco Circuit, was a candidate for re-election. A native of Miami Beach and interested in civic affairs, Wolfson is no politician, but a man who is proud of his home town and willing to give part of his time in efforts to make it bigger and better. Sonny Shepherd, one of the managers of the circuit, contributed to the campaign by promoting publicity stories and preparing special heralds and ads that sold the candidate like a movie star. Someone in the Wometco organization has suggested that cards be printed with the copy: "Political Campaigns Handled" (and in smaller letters below) "We also deal in motion pictures." Even in political campaigns, showmanship counts, as in this instance.


MOON OVER MIAMI
IN TECHNICOLOR!









MOON OVER MIAMI

IN TECHNICOLOR!

featuring

DON AMECHE · BETTY GRABLE
ROBERT CUMMINGS

and

Charlotte Greenwood · Jack Haley
Carole Landis · Cobina Wright, Jr.

Directed by WALTER LANG of "Tin Pan Alley" fame

Produced by Harry Joe Brown · Screen Play by Vincent Lawrence and Brown Holmes · Adaptation by George Seaton and Lynn Starling · From a Play by Stephen Powys · Dances Staged by Hermes Pan





20th CENTURY FOX

BETTY GRABLE HAS THE COME-HITHER THAT KEEPS DON AND BOB...AND THE BOXOFFICE...IN A DITHER! IT'S 20TH'S BIGGEST MONEY MUSICAL...THE BEST NEWS IN THE WORLD RIGHT NOW!

8 great hit tunes by
Leo Robin and Ralph Rainger!

"KINDERGARDEN CONGA"
(Ring Around the Rosy)
"HURRAH FOR TODAY"
"MIAMI"
"I'VE GOT YOU ALL TO MYSELF"
"LOVELINESS AND LOVE"
"YOU STARTED SOMETHING"
"IS THAT GOOD?"
"SOLITARY SEMINOLE"

Printed in U.S.A.

Selling the Picture

For Better Show Selling
***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Back Street	Feb. 8
Bad Man	Mar. 29
Billy the Kid	May 31
Blood and Sand	May 24
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	Mar. 8
In the Navy	June 7
Lady From Cheyenne	April 12
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
One Night in Lisbon	June 14
Penalty, The	Mar. 15
Penny Serenade	April 26
Rookies on Parade	May 3
Sis Hopkins	April 5
There's Magic In Music	May 17
Tobacco Road	Mar. 1
Woman's Face	May 10

Keep 'Em Happy, Build Grosses With Periodic 'Screwball Night'

Everybody likes to laugh and have a good time, and that goes double during these hectic days. So, if you're tired of giveaways, games, double features, etc., as box office stimulants, why not set aside an evening, preferably Saturday, for a "Screwball Night."?

Of course, if you're skeptical about such an idea, we have the proof of its feasibility in the report of Manager Frank Pratt of the Rio Theatre, Helena, Mont. It boosted receipts for him, and no sooner was the first session over than he was busily concocting new gags and stunts for a repeat performance.

He kept the audience in stitches by having the ushers dressed as usherettes, turning the marquee sign letters upsidedown, running a Mack Sennett comedy so old it had whiskers, placing free passes under the seats and then taking pictures of the patrons as they stumbled over one another trying to locate them, and by holding a milk-drinking contest on the stage, with high school boys dressed in baby bonnets drinking milk from baby bottles.

Now if that isn't proof that "Screwball Night" would be an effective business-builder, we'll start cutting out paper dolls!

Showmanship Lifts Cooking School Out of the Ordinary Class

Putting on a cooking school and making it a terrific success is a real test of showmanship. And passing that test with high honors is Manager Harold Knudsen of the Retlaw Theatre, Fond Du Lac, Wis., who added several new ingredients to an old cooking school formula, if you get what we mean.

Through special arrangements with the Quaker Oats Company, he was fortunate in being able to obtain the services of *Aunt Jemima,* who appeared in the lobby and baked sample pan cakes during the three-day culinary school.

Then, in keeping with the occasion, Knudsen attired his ushers and doormen as chefs, his cashiers as cooks.

Among the $500 worth of merchandise promoted as prizes were a gas range, a deluxe sink, six electric roasters and 75 baskets of groceries.

In advance, the lobby was the scene of a display that got everybody's attention—a completely equipped model kitchen.

Now why put on a cooking school in the ordinary fashion when you can make it an outstanding box office event? Knudsen's keen showmanship points the way.

Courtesy In Winter and Summer Is Expected By the Public

Extra Attention and Service In Hot Weather Demanded of Good Management

There is only one reason for the commercial theatre, and that is to entertain a public that is willing to pay for diversion, recreation, entertainment—call it what you will. Nobody *has* to go to a theatre; the action is strictly voluntary. People expect, in addition to a good show, courteous treatment from each and every person on duty within the theatre they patronize, and it's up to theatre management to make good in this respect.

In summer the quality of service rendered (and nowhere is this figure so important as in the matter of cordial, respectful courtesy treatment of the customers) in summer to repeat, service is perhaps a more important factor than during the season when theatre-going is more the habit due to bigger shows and fewer competitive diversions. Therefore, the theatre that does hold up its attendance during summer months in the vast majority of cases is the theatre whose management takes an extra hike at its britches and steps up service. The live, progressive managers who make extra service a practice during the summer season watch out for the following factors:

Show More Interest in Personnel

1. Begin at the beginning by showing an even greater interest in and consideration toward personnel—efficiency, fairness, consideration at the top is reflected down through the ranks of the staff.

2. Cultivate the attitude and spirit that the theatre is the "home" of patrons—a place to which they are welcome, can be at ease, can be comfortable, can receive cheerful answers to questions, friendly smiles.

3. Insure that all telephone calls are answered by a "voice with a smile," that the manner of giving information about current pictures and show-time are answered in a manner indicating the theatre welcomes such interest; that schedules of times, current attractions and those booked for the week ahead are on hand at every phone instrument through which such calls are received; that response to the call is prompt—people don't like to be kept waiting at any time, much less in summer—make sure there's always a "you're welcome" response to the caller's "thank you" after the information has been given; and make doubly sure the answers are always given in a manner that is totally devoid of any indication that the attendant is in a hurry to give the answer by being abrupt or speaking in "clipped" tones.

Insist on Neatness

4. Step up inspections and demands for neatness of appearance on the part of all members of the staff—always starting with your own appearance; since example is the greatest teacher. The "neatness" rule should include continued restrictions as to make-up of the feminine members of the staff—too much lip rouge and mascarra is not considered attractive by the mass of men or women patrons, and you must please the masses, not the few. Don't permit any gum chewing, any "sneak smokes" by employes on duty.

5. Demand and get extra neatness and cleanliness and orderliness in the cashier's booth; get rigid observance of the cashiers' rule to keep bills for which change is being made in sight until the patron receives both change and ticket—this to avoid any arguments as to the amount of change due; large amounts of money must not be displayed; no one other than the cashier should be permitted in the box office, nor must the cashier hold conversations with visitors at the box office.

6. See to it that there is no relaxing of the tact and diplomacy which must be exercised at all times by the doorman, for it is at the door where tickets are collected that the highest percentage of disputes takes place; where there is tact as well as firmness in requests that there be a sufficient number of tickets for the number of people entering in a group (heads of families or those buying tickets for a group often make the honest mistake of not buying a sufficient number of tickets; others try to "pull a fast one"); see that the doorman has a time schedule and answers all questions regarding show times respectfully and courteously; always says "thank you" when the patron hands him the ticket.

7. Make it a practice to be on hand yourself, even more prominently "on hand" than during the winter season. People like to see the man in charge around and about, and the manager can create more good will and steady patronage by greeting people in the lobby or foyer than in any other single effort he can expend.

That's Right—Scare 'Em!!

Here's a stunt so old—it's new! Harold Knudsen of the Retlaw Theatre, Fond du Lac, literally turned that city's populace on its ear recently when he used a horse-drawn hearse to advertise a horror-show. The rear door of the vehicle was left open to reveal a coffin inside.



Capitalizes on Picture's Locale

Because the opening scenes in Warners' "The Sea Wolf" take place in San Francisco Bay, Herman Kersken, manager of the Fox Theatre, San Francisco, capitalized on this fact by stringing giant banners, shown above, along the famed Fisherman's Wharf.

MEMO to the Exploitation Staff: Lots of good selling suggestions on this page to aid you in your campaign. Be sure to keep it handy. THE BOSS

"ONE NIGHT IN LISBON"

Let This Page Be Your Guide In Planning a Campaign That Should Arouse Keen Interest

IT HAS been pointed out that motion pictures dealing with the current international situation would be more successful if they dealt with the lighter side. If this is true, then "One Night in Lisbon" should be successful, for it combines romance and comedy with international intrigue. Exhibitors who will play it should stress the lighter side in their exploitation; that is, the romance and comedy. As for romance, Fred MacMurray and Madeleine Carroll spell it in capital letters. Your patrons undoubtedly still remember them in "Honeymoon in Bali," "Cafe Society" and "Virginia."

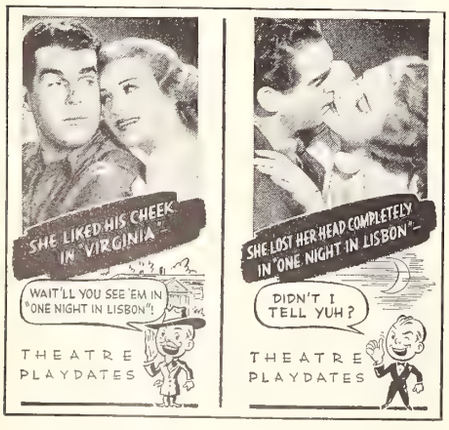
NEWSPAPER CONTESTS

There are two excellent newspaper contests outlined in the press book, one that requires a translation of "blitz" English and another that calls for the deciphering of a message Madeleine is to deliver in Lisbon. Although it should not be difficult to plant these contests, exhibitors who find it impossible to do so can surely use them in their programs or as special heralds.

Most communities have out-of-town newspaper service. Perhaps a contest could be worked out whereby readers of the local daily would be invited to submit as many paragraphs as possible, culled from both the local and out-of-town papers, in which the word Lisbon appears. Accompanying each paragraph, as explained in the rules, would be a clipping of the paper's masthead from which it was taken. Eligible entries should be restricted to a certain date or dates. Contestants sending in the largest number of "Lisbon" paragraph clippings would receive guest tickets to see the picture.

"Why I Would Like to Spend 'One Night in Lisbon'" might be the subject of an essay contest of 25, 50 or 100 words, as you choose.

A "hidden word" Classified page contest would also be a worthwhile promotion. The word "Lisbon" is placed in various ads. Fans submit entries telling how many times it appears, together with a short letter on "The Importance of Reading the Classified Ad Page Daily," or something like that; just so the newspaper gets a good tiein.



Unusual Teaser Ads These

The unusual in teaser ads is exemplified in those prepared by Paramount's advertising department for "One Night in Lisbon." Two of them are shown above, out of eight available. Two separate newspaper campaigns of four ads each can be conducted in towns that have morning and evening publications. Romance is the angle.

An SB Showmanalysis

(REG. U. S. PAT. OFF.)

AID-BRITAIN PREMIERE

This stunt is suggested in the press book, and we place further emphasis on it in view of the fact that people in most communities are actively interested in the aid-Britain organizations. Get them to cooperate with you in staging a formal premiere of "One Night in Lisbon," with a portion of the receipts to go to the aid-Britain campaign.

It might also be possible for aid-Britain workers to sell tickets to a special performance, retaining a certain amount of the price charged for each ticket. Only you know your own situation and its requirements, so you will have to plan such tieups as are logical and permissible.

PLAY UP THE STARS

Madeleine Carroll and Fred MacMurray have a large following; therefore their names mean a lot in conjunction with "One Night in Lisbon." Among other exploitation stunts, be sure you include a few that play up these screen stars.

For example, by means of a newspaper contest, run pictures of each of the two players, then offer prizes for the best silhouettes.

If a professional silhouette artist is available, get him to "set up shop" in the lobby, where he does profiles of men and women, retaining each copy with the patron's name and address on it. At the end of the engagement, those silhouettes which most nearly resemble silhouettes of the stars earn special awards for their owners.

Star-head photos could be offered as prizes in contests or as "bonus" awards in addition to regular prizes. If you have a means of obtaining fan photos in large quantities at a reasonable price, use them in place of your regular weekly programs, place them in stores for distribution, distribute them at the theatre or house to house.

That old gag of cutting up several photographs in jig-saw style should work here. Cut star-head photos into halves or thirds, then mail each piece to names on your mailing list, explaining in a letter that if they find the other persons with the necessary pieces to make a complete picture, the two or three persons, as the case may be, will be given guest tickets to see "One Night in Lisbon," provided they come together to the theatre and submit their letters and photo pieces.

NEWSPAPER TIEUP

In a tieup with one local newspaper, arrange to make a lobby display featuring headlines, clips, features and datelines of articles or news photos concerning Lisbon. As part of the display, use a credit card with copy to the effect that "for the latest, authentic news from Lisbon and other capitals of the world, read the Blankville Gazette."

'LOVE DIARY' HERALDS

Make up a "love diary" herald, using the elements in the six-column ad as a guide.

GIRLS TYPE MESSAGES

In a prominently located window or in your lobby have two or three attractive girls busily typing out catchlines plugging the picture. Near them is a sign with this copy: "Latest News About 'One Night in Lisbon'." The words "one night in" should be smaller than the rest of the copy so that at a glance the sign seems to read: "Latest News About Lisbon." As the girls type out their messages, an attendant distributes them to patrons.

FASHION TIEUPS

Many stores are accentuating feminine fashions with a military influence. Tie up with these stores on the angle that "these exciting international fashions may be worn to see 'One Night in Lisbon' or on any other night in Blankville."

DIRECTION SIGNS

Arrows on telegraph poles (if you can get permission to place them there), on traffic light posts, etc., could carry this copy: "This Way to 'One Night in Lisbon'." Again, make the words "one night in" less important than the balance of the copy as explained in the paragraph: Girls Type Messages.

FRONT AND LOBBY

The picture's stars, their cinematic romance and the melodramatic angles should be stressed in your front and lobby displays. Several display suggestions are explained and illustrated in the press book, and the posters get across the "bliss-krieg love angle" effectively.

Screenplay by Virginia Van Upp. Based on a play by John Van Druten. Produced and directed by Edward H. Griffith.

MEMO to the BOSS: You were right. There ARE many practical selling slants. But it was not necessary to send a memo, for we always consult these Showmanalyses. -The Exploitation Staff

Rodgers Asks For Greater Showmanship

Highlights From Address to MPTOA Convention by William F. Rodgers

I wish I could stand before you today and present a beautiful picture concerning our industry and our prospects, yet I know most of you well enough, and I am sure you know me fully as intimately, to know that I believe in facing facts as I find them, and today I am not going to make any exceptions.

We, as an industry, are occupying a most uncomfortable position. Theatre receipts are below normal, and we, and when I say we, I mean the entire industry—production, distribution, exhibition—are all alarmed at the facts as we find them. It is not my thought, and certainly not my intention, to criticize any individuals or groups, or any part of our business, but I do hope that collectively, through the leaders of this business, and I consider you the most important part of the three-way equation that must make up the whole—we can find ways and means to make this business more successful for all of us.

My views are given to you for what they are worth, and are the product of a survey of many territories, and certainly are not offered in any critical sense, but are given to you in the hope that in your deliberations at this meeting, you will find and adopt, or suggest, ways and means of improving the public response to the grandest business you and I will ever know—the motion picture business.

Sees Criticism Justified

I am not unmindful of the criticism that possibly justifiably can be leveled at the efficiency of production, and it is probable that there are elements in distribution that could be improved, and I am sure that there is not a man in the room but who will agree that there are many exhibitors who could do a better job, but criticism means little unless it be constructive.

In my opinion, the time has not only arrived, but has been here for a long time when all interested elements in the business should use the ingenuity we are expected to possess in demonstrating our ability as showmen.

Just as you, with that frankness that I so deeply appreciate, have been very candid in your criticism of production, so it is possible that criticism of showmanship on the part of theatre owners could be voiced.

Good pictures alone will not bring back your patrons in satisfactory numbers—Good pictures will help—but your appeals to the public must be compelling. Presentation is both important and necessary.

We are now faced with the bitter truth that other forms of amusement have taken a certain portion of business from us, and that which we used to choose to consider a foundation or cushion—our regular attendance. This has been weaned away but can be brought back by the downright hard work that all of us are capable of but unfortunately some are reluctant to perform.

I am firm in the conviction that the type of showmanship that offers a gas range, five big prizes, and a second feature with "Men of Boystown" for twenty-five cents, is not the type of showmanship that will ultimately be successful and bring back our patrons. I am firmly convinced that this is not a two-for-one, or triple feature business.

Double features have been a source of controversy in this business for a long time. I wish I had the answer. I can only say this to you, that you, as theatre owners, should know your public full well, and if you do not mind a bit of sincere advice, it would be that if you do find yourselves in a situation where you are playing double bills, then, by all means, present them in a manner and at times best suited to the majority of your patrons.

We, as distributors, will, however, discourage the dissipation of outstanding pictures.

I cannot believe, nor will I believe, that this business has depreciated to the point that we have to offer, as I saw here in Los Angeles, gas ranges, big prizes, and double features to get them in.

If that is showmanship then what possible encouragement is there to a studio such as ours to continue to seek the best brains in the artistic and literary fields and the best brains in the production field to supply the best in motion picture values?

And we wonder what is wrong with our business—Anyone in this room knows full well what is wrong and it is not motion pictures. If anything, pictures as a whole from all companies this year, have shown a great improvement.

I have too much confidence in the ingenuity, in the showmanship ability of the American exhibitor, to feel that any type of competition, whether by radio, dancing, bowling, golf, bridge, or whatnot, can compete with an aroused theatre owner when he realizes that he has a job to do.

I am sure that, as never before, Hollywood is conscious of the job it must do, whether that is because of the fact that we have to show them before we sell them, or whether it is because of the fact that a lot of genuine folks out here are rather anxious about their job. I do not know, but of this I am confident—that possibly you, I, and all of us, have been coasting a little.

In the sheer desire to make more money and to give the American public the benefit of a greater entertainment, I believe it is our job to put forth, during the next twelve months, the greatest job of showmanship we have ever been capable of.

Unquestionably there are elements in this industry that need correction, and on this question I heartily recommend the use of arbitration as the cheapest, speediest, and most effective method to correct our differences within the industry because I am thoroughly convinced that the industry cannot stand long, expensive litigation, nor do I feel that dividends can ever be paid out of quarrels.

Forget that the distributor is supposed to be a natural enemy—it is not true and you know it. Sure, there have been injustices and, no doubt, will continue to be—you are sore and rightfully so, when you are overcharged—I too am not pleased when we are short-changed. It is encouraging to know, however, that such practises are few. By far the most and greatest proportion of people in this business are God-fearing and honest people—then why not face our common problems together and benefit mutually when our ultimate objective is identical?

Our future plans are most ambitious. We are casting our entire resources, both money and man-power, in a desire to eclipse any records we may have heretofore established.

You have a perfect right to expect from our company good pictures—and you will not be disappointed. And just as you have a right to expect merchandise of merit from us, so we have a very definite right to expect that you will present it in a manner befitting its quality.

As to the Consent Decree, we have previously stated and now repeat:

> "We owe it to ourselves, to our industry and to our given word, to give it a fair trial and we will do just that. We have accepted it 100% and, what is more, we will support its administration that it be given full and proper opportunity to demonstrate its values. We hope they will be many."

To utilize its advantages is recommended. Arbitration in itself can correct many irregularities—so much more effectively and expeditiously than costly legal proceedings.

As great as this business is, and has been to all of us, I do not know that it can withstand the attacks made against it.

Every distributor is harassed by suits of one description or another, the majority of which could and should be settled through arbitration.

Costly attorneys are employed for both sides—and with what result—compromise after unnecessary money has been spent and unnecessary enmity created.

Mary Pickford Calls for Better Understanding

Text of Address to MPTOA Convention by Mary Pickford

It is my good pleasure to bid you a most cordial welcome to Hollywood on behalf of the producers, the distributors and all branches of our industry, who are, I am sure, as pleased as I am that you are in our midst. For we all realize that a better understanding between Hollywood and the exhibitors would redound to our mutual benefit. Especially is this true today, during these chaotic and terrifying times, when peace, liberty and the very life of humanity is being imperiled.

We as partners, you the exhibitors, and we the motion picture industry—must not be a house divided, but a house built on a firm foundation of one-mindedness and of unity of purpose. And thus we shall be prepared if the call comes.

We do not yet know specifically what parts we must play in the current world crisis, what we must do to preserve our liberty, and, if possible, our peace. But this we know is the time to be thinking of the things we can do and should do. No convention could be dedicated to any greater cause.

When our country was at war more than 20 years ago, the entire motion picture industry—producers, exhibitors and distributors—performed an unselfish and far-flung service. We proved then, and we are prepared to prove again, that next to a free and honest press the motion picture is a most effective means of unifying a nation. Our films perform the service of giving entertainment—relaxation—in a world of strife. Our films perform the service of dispensing information in a world where speech and thought are still free. And what is more, the men and women in our industry are ready to go out into the field themselves as they did once before to do whatever is asked of them for national defense.

Next to the press as an influence is the motion picture. Next to the church as a gathering place for Americans is the motion picture theatre.

These facts should give us courage and purpose.

As for the future prosperity of motion pictures, we need have no fear. You gentlemen, together with Hollywood, have developed the greatest form of mass entertainment ever created. The film standards of the public which rise ever higher are the result of continued improvement in our product.

There is no problem which cannot be defeated by our united efforts. There is no box office recession which will not yield to improved pictures, intelligently exhibited.

In working for our country and in striving for our industry, we may apply the same good rule—let's pull together!

The Box Office Slant

Broadway Limited

(*Continued from Page 9*)

she ought to have a baby, so Patsy's boy friend, railroad engineer, is asked to get one. On the train, O'Keefe, an old boy friend of Marjorie's, complicates matters and so does a report that a baby has been kidnapped. In New York it is learned that Stone is the father of the baby and had arranged to have someone else bring it to New York.

Comment: All the old tricks of comedy are used in this picture, which should be a great one for the Pennsylvania Railroad. Its name and the entire action are a plug for the railroad. But the picture itself is just fair. The comedy is of the broad slapstick variety, and there are a lot of unexplained incidents which serve to leave many loose ends. Marjorie Woodworth's debut is not a particularly auspicious one, but she takes advantage of every acting opportunity. Other performances are fair enough, but direction could have been improved by having a bit more motion instead of the continual popping in and out of compartments. Sell Marjorie Woodworth as she will be featured in other pictures. Tie up with the Pennsylvania Railroad, particularly if your theatre is along its route.

Catchline: "Join Hollywood's funniest people along the scream-lined laugh special of the year."

Man Hunt

(Hollywood Preview)

20th Century-Fox **Drama** **100 mins.**

(Prod. No. 146, Nat'l Release, June 20)

AUDIENCE SLANT: (Adult) Tops in melodramatic screenfare. A swell dish for patrons who like exciting, suspenseful pictures.

BOX OFFICE SLANT: Perfect for the masculine trade. Will need a good campaign to interest the feminine patrons. Should profit by word-of-mouth.

Cast: Walter Pidgeon, Joan Bennett, George Sanders, John Carradine, Roddy McDowall, Ludwig Stossel, Heather Thatcher, Frederick Worlock, Roger Imhof, Egon Brecher, Lester Matthews, Holmes Herbert, Eily Malyon, Arno Frey, Fredrik Vogeding, Lucien Prival, Herbert Evans, Keith Hitchcock. **Credits:** Directed by Fritz Lang. Screenplay by Dudley Nichols. Based on the novel by Geoffrey Household. Director of photography, Arthur Miller. Film editor, Allen McNeil. Associate producer, Kenneth Macgowan.

Plot: Walter Pidgeon, an English big game hunter, is arrested in Germany when Sanders, a Gestapo chief, thinks he is shooting at Hitler. He escapes and flees to England, but being pursued by the Gestapo, he is forced to hide in a cave. There he is cornered by Sanders, but he kills him. When the War breaks out, he flies over Germany and dressed as a Bavarian mountaineer, becomes a spy.

Comment: Here's an exciting, suspenseful picture, tops in melodramatic screenfare, that will have most audiences hanging onto their seats for its full 100 minutes. It's dynamic in every sense of the word and emerges as excellent entertainment, particularly for the males. Although it has a anti-Nazi theme, smart showmen will put this phase of the story in the background and concentrate on the adventure angle. The film is adapted from the novel "Rogue Male" by Geoffrey Household and those who have read the book will be delightfully surprised. Performances of Walter Pidgeon, Joan Bennett, and George Sanders and the skillful direction of Fritz Lang are responsible for the success of the film, one of the best of its type to reach the screen in a long time. In the fine supporting cast John Carradine, Roddy McDowall and Ludwig Stossel are perfect. Production values, story construction, photography and musical direction rate high. The title is a natural for several good stunts including a "Man Hunt" classified ad page in your local paper. A "Man Hunt" talent show to discover your town's best male actor or a "Man Hunt" dance, sponsored by one of the leading women's clubs. Arrange a radio interview with your local police chief or best known detective on the subject "My most thrilling Man Hunt."

Catchline: "On the trail of the biggest game of all . . . a MAN."

Underground

Warner Bros. **Drama** **95 mins.**

(Prod. No. Not Set—Nat'l Release, June 28)

AUDIENCE SLANT: (Adult) Another anti-Nazi picture with a morbid and depressing ending. It's good for the class houses, however.

BOX OFFICE SLANT: Needs plenty of light support despite its timeliness.

Cast: Jeffrey Lynn, Philip Dorn, Kaaren Verne, Mona Maris, Frank Reicher, Martin Kosleck, Erwin Kalser, Ilka Gruning, Tom Whitney, Egon Brecher, Ludwig Stossel, Hans Schumm, Wolfgang Zilzer, Lida Golm, Roland Varno, Henry Brandon, Lotte Palfi, Louis Arco. **Credits:** Associate Producer, William Jacobs. Directed by Vincent Sherman. Screenplay by Charles Grayson. Story by Edwin Justus Mayer and Oliver H. P. Garrett. Director of photography, Sid Hickox. Film editor, Thomas Pratt.

Plot: Lynn, a German soldier, returns from the War minus an arm. His brother, Dorn, is a member of the Underground, operating the illegal radio. Lynn informs the Gestapo where the illegal radio is broadcasting, discovering too late that his brother is with them. When he sees his brother and father beaten, he joins the Underground and Dorn mounts the scaffold knowing his work will go on.

Comment: Although it has a powerful theme, this picture will suffer from the stigma of its anti-Nazi theme as have its predecessors. It lacks big cast names besides, and its long running time will be a drawback in many spots. The picture is morbid and depressing throughout, with nothing to lighten it in the slightest. Although there is some element of romance, it is played down considerably, a defect which can be remedied through judicious advertising. Mention is made of the sinking of the Bismarck and of the flight of Rudolf Hess, but neither of these outstanding events is depicted in any way. Performances and production are excellent throughout and director Sherman has done the best he could with the material available. But the public has not shown any readiness to swarm into theatres playing anti-Nazi pictures, laudable though their purpose may be. In selling it, try to play down this angle as much as possible.

Catchline: "The truth about what happens inside Germany today."



Trade Paper Ads on Display

Following a suggestion in STR several weeks ago that the brightly-colored trade paper ads could be utilized in lobby displays, Manager Ken Prickett of Long-Griffith's El Rancho Theatre, Victoria, Texas, used several ad tearsheets to enhance the above display on 20th-Fox's "That Night in Rio." They appeared on the wings at each side of the large poster. The reproduction fails to capture the riot of color that made the display exceedingly attractive.

West Point Widow

(Hollywood Preview)

Paramount **Drama** **62 mins.**

(Prod. No. 4030—Nat'l Release, June 20)

AUDIENCE SLANT: (Family) Will appeal to the Anne Shirley fans; otherwise just another supporting feature.

BOX OFFICE SLANT: Limited by lack of names and story action.

Cast: Anne Shirley, Richard Carlson, Richard Denning, Frances Gifford, Maude Eburne, Janet Beecher, Cecil Kellaway, Archie Twitchell, Lillian Randolph, Patricia Farr, Sharon Lynne, Deanna Jean Hall, Eddie Conrad, Ruth Hayle, Matt McHugh, Leonard Carey, others. **Credits:** Directed by Robert Siodmak. Produced by Sol C. Siegel. Screenplay by F. Hugh Herbert and Hans Kraly, based on a story by Anne Wormser. Director of photography, Theodor Sparkuhl. Film editor, Archie Marshek.

Plot: Anne Shirley, a nurse, has concealed from Richard Denning, West Point football star, whose marriage to her was annulled, the fact that they have a daughter. She refuses all other suitors, including Richard Carlson, a young doctor. Carlson accidentally learns about the baby, remains a true friend and a suitor. When Denning graduates, Anne finds he had really forgotten her. Carlson kidnaps Anne and the baby for the marriage he has sought so long.

Comment: This picture presents a double problem. Its main appeal will be to the high school girls who are fans of Anne Shirley, yet its story has several points which may cause the Legion of Decency to classify it for adults only. Otherwise, its lack of name players and transparent plot mark it as nothing better than a supporting feature on a double bill. A mixture of newsreel shots and studio work are a photographic drawback, and comedy moments are forced. An advance teaser throw-away with the lead line "Should Our West Point Cadets Be Allowed to Marry?" might help.

Catchline: "Can a wife risk all for her husband's career—and find love?"

Tight Shoes

(Hollywood Preview)

Universal **Comedy** **67 mins.**

(Prod. No. Not Set—Nat'l Release, June 13)

AUDIENCE SLANT: (Family) The picture most audiences are looking for. Has plenty of laughs and provides swell entertainment.

BOX OFFICE SLANT: Good for most situations. Smart selling will bring them in and word-of-mouth will do the rest.

Cast: John Howard, Binnie Barnes, Brod Crawford, Anne Gwynne, Leo Carrillo, Samuel S. Hinds, Shemp Howard, Richard Lane, Sarah Padden, Ed Gargan, Selmer Jackson, Robert Emmett O'Connor, Tom Dugan. **Credits:** Directed by Albert S. Rogell. Original story by Damon Runyon. Screenplay by Leonard Spigelgass and Art Arthur. Director of photography, Elwood Bredell. Film editor, Otto Ludwig. Art director, Jack Otterson. Produced by Jules Levey.

Plot: Crawford, a racketeer, is engaged

Binnie Barnes. When he buys a new pair shoes from John Howard, he makes him ve him a pair two sizes too small. The in in his feet forces him to play a hunch the races and lose all his money, so Bine gives him the air. When Howard bemes a reform candidate for Mayor, Binle takes him in hand. But Howard's girl on't stand for that, so she upsets Binnie's ans by marrying Howard herself and innie goes back to Crawford.

Comment: This is one of those hilarious medies that most audiences are looking r, for it is fun for everyone. It has plenty laughs and action, and a Damon Runyon ory that presents a somewhat new angle the gangster theme, making it swell enterinment for most situations. The splendid rection of Al Rogell takes advantage of very scene, while the performances of roderick Crawford, Binnie Barnes, John loward, Anne Gwynne and others are all hat could be desired, with Crawford and liss Barnes stealing the show. Production s a whole, is on a high order. As a boxffice success, it has only one drawback, ack of marquee names, but smart selling will ring them in and word-of-mouth will do he rest. There are all kinds of tricks ou can play with the title. Tie up with drugists for foot powders, etc., with shoe stores nd department stores. Don't forget that Damon Runyon wrote the story and run all our newspaper publicity in the Runyon ingo, which you can pick up from any Dahon Runyon story.

Catchline: "A pedigreed man takes some onvincing steps."

Saddlemates

Republic Western 56 mins.

(Prod. No. 67—Nat'l Release, May 26)

AUDIENCE SLANT: (Family) With an abundance of shooting, riding, action and Indians, this ought to score with the western fans.

BOX OFFICE SLANT: Should do well in the average community as a week-end action booking.

Cast: Robert Livingston, Bob Steele, Rufe Davis, Gale Storm, Forbes Murray, Cornelius Keefe, Peter George Lynn, Marin Sais, Marty Faust, Glenn Strange, Ellen Lowe, Iron Eyes Cody. **Credits:** Associate Producer, Louis Gray. Directed by Les Orlebeck. Screenplay by Albert DeMond and Herbert Dalmas. Original story by Bernard McConville and Karen DeWolf. Based on characters created by William Colt MacDonald. Director of photography, William Nobles. Musical score, Cy Feuer. Film editor, Tony Martinelli.

Plot: Half white and half Indian, Lynn gains the confidence of the Red River Ranger Patrol while he secretly commands a tribe of Indians bent on "getting the scalps" of the white settlers. Every effort of the Mesquiteers to round up the tribe is muffed by the Ranger captain, who thinks a peaceful settlement can be made. After an Indian raid on a covered wagon train, he changes his mind, and the Mesquiteers expose the "two-faced" Indian leader.

Comment: Lots of Indians, plenty of action, riding and gunplay, not to mention a bit of comedy contributed by Rufe Davis, Ellen Lowe and Glenn Strange, make "Saddlemates" a readily acceptable outdoor contribution for the western fans. Since all Indian raids on covered wagon trains, as well as Indian pow-wows, look alike, the film library has been "raided" for this footage; but the fans will be none the wiser, for the inserted film's "whiskers" aren't too noticeable. Robert Livingston, Bob Steele and Davis do well in the leading roles, while Gale Storm has little to do but look beautiful. Peter George Lynn is a deep-dyed villain. Conspicuous display of the action posters, stock cutouts of the Mesquiteers, and the usual western ballyhoo should constitute your selling efforts.

Catchline: "The Mesquiteers meet savage Indians on the warpath."

"Citizen Kane" Gets Big N. Y. Campaign

"Citizen Kane," now in its second month at the RKO Palace Theatre, New York City, has been given a far-reaching exploitation campaign embracing theatre parties, merchant tie-ins and cooperation with women's clubs, while the amusement and non-amusement sections of newspapers have been given a thorough coverage with publicity.

Full advantage has been taken of graduation time in the colleges and schools and a number of matinee parties were organized. Several of the heads of schools stressed a study of "Citizen Kane" technique from an educational viewpoint. Frances Robinson-Duff, noted dramatic coach, brought her pupils of the stage, opera, screen and radio en masse to study the picture's innovations.

Every club woman in the City of New York who was registered in the official directory received a letter telling in detail of the unusual qualities of the picture. The foremost women's clubs were addressed by George Gomperts on the subject "Behind the Scenes with 'Citizen Kane'."

The fifty leading hotels in the theatrical district which cater to visitors from out of town were contacted and colored stuffers were left with managers to be placed in letter boxes and on cigar stands. Large blow-ups were made from *Life* breaks and sent to various points where the public congregates. One-sheet posters were used in subways.

In order to provide fresh material for the press, research was done to the extent of showing how the costumes in "Citizen Kane" were influencing the wearing apparel of women and men today. Many stories that followed the first week of playing time were "pitched" for non-amusement pages of the newspapers, and breaks were scored in rotogravure sections, women's pages, art sections, music sections, radio departments and sports pages. All the suburban New York newspapers were systematically covered.

Personnel directors of the large industrial plants and corporations in the metropolitan district were contacted in order to organize company "Citizen Kane" theatre parties. A number of parties were also organized in honor of members of the cast.

Ginger Rogers on Cover of Magazine for Secretaries

Ginger Rogers, who as the heroine of "Kitty Foyle" plays the part of a stenographer, is seen on the cover of the June issue of *The Gregg Writer,* a monthly magazine for secretaries, stenographers, and typists, in a scene from the picture. A story several pages in length within the covers carries a message in shorthand written for *The Gregg Writer's* readers by the secretary of the author of "Kitty Foyle," Christopher Morley. Showmen who have not yet played the picture can capitalize on this tieup.

An Amusing, Educational, Low Cost, Cash Award Contest That Brings 'Em In! Keeps 'Em Coming!

"SO-NO"



It's a Legal Nite Bank

More Fun Than Bingo

FUN FACTS FASCINATION

Everyone Plays! Winners Picked in 3 Minutes!
Capitalize on the "Quiz" Craze — Now!
JA-JAX ENTERPRIZES
Marion Hotel Bldg. Atlanta, Ga.

Advance Dope

CITY LIMITS (Mono.) **Drama.** Rel. July 12. **Principals:** Frank Albertson, Jed Prouty, Lorna Gray, Kathryn Sheldon. **Plot:** The efforts of the president of a railroad to dispose of Jed Prouty, the man who owns the controlling interest, leads him into trouble. An ace reporter assigned to the story saves Prouty's life and then marries his daughter. **Director,** Jean Yarborough.

AMONG THE LIVING (Para.) Rel. not set. **Principals:** Albert Dekker, Susan Hayward, Frances Farmer, Harry Carey, Gordon Jones, Jean Phillips. **Plot:** One of twin brothers is a successful business man, the other a dangerously insane maniac. The sane brother is accused of the other's atrocious crimes, until the family doctor saves his life by solving the baffling case. **Director,** Stuart Heisler.

THE LITTLE FOXES (RKO 1941-42) **Drama.** Rel. not set. **Principals:** Bette Davis, Herbert Marshall, Teresa Wright, Richard Carlson, Charles Dingle, Carl Benton Reid. **Plot:** Motivated solely by selfishness and greed, Bette Davis brings about the death of her husband and the estrangement of her only daughter. Too late she faces the full import of her actions, ending up in sudden loneliness and fear. **Director,** William Wyler.

ILLUSIONS (UA) **Drama.** Rel. not set. **Principals:** Merle Oberon, Alan Marshall, Joseph Cotten, Hans Jaray, George Reeves, Edna May Oliver. **Plot:** Climaxing a lifetime of charitable work with the opening of a magnificent home for blind children, which she has endowed, Merle Oberon looks back at the secret of four great loves in her life . . . none of which led to marriage. **Director,** Julien Duvivier.

WANDERERS OF THE WEST (Mono.) Rel. June 25. **Principals:** Tom Keene, Betty Miles, Sugar Dawn, Slim Andrews, Tom Seidel. **Plot:** Tom Keene's father has been killed by cattle rustlers, so he sets out to search for the gunman. In a small western town he finally finds him. By joining up with his gang, Keene gets a chance to help the gunman do one good deed before he dies. **Director,** Robert Hill.

ELLERY QUEEN AND THE PERFECT CRIME (Col.) Rel. not set. **Principals:** Ralph Bellamy, Margaret Lindsay, Charley Grapewin, Spring Byington. **Plot:** Ralph Bellamy has to clear a son held for the murder of his own father. A quarrel between the two, because of the father's cheating his girl-friend's father, leads the authorities to believe the boy guilty. Events reach their climax when Bellamy finds the missing murder weapon. **Director,** James Hogan.

MEDICO OF PAINTED SPRINGS (Col.) Rel. June 26. **Principals:** Charles Starrett, Terry Walker, Ben Taggart, Ray Bennett. **Plot:** When cattle men and sheep men try to work the same territory, that spells trouble. But Charles Starrett, cowboy doctor on a mission to examine recruits for Teddy Roosevelt's Rough Riders, irons out all the trouble. **Director,** Lambert Hillyer.

GAY FALCON (RKO) Rel. not set. **Principals:** George Sanders, Wendy Barrie, Allen Jenkins, Anne Hunter, Gladys Cooper, Edward S. Brophy. **Plot:** A diabolically clever diamond robbery ring has internal dissension. Trouble among thieves leads to murder, which proves their undoing, especially when an astute detective unofficially interests himself in the case because of a pretty girl. **Director,** Irving Reis.

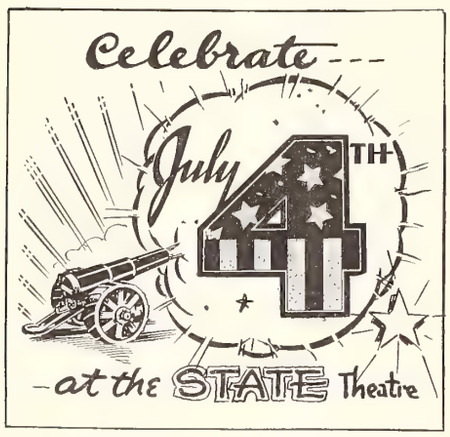
The ADVERTISING CLINIC by Old Doc Layout*

Play Up the July 4th Appeal in Your Ad Layouts

The competition as well as the weather is hot July 4th, so theatremen need to put on extra pressure in keeping the public reminded that there is a good picture show waiting for them at their theatres. Try some of the ideas illustrated below for your newspaper or program displays. The seasonal appeal is your best angle for interesting the public. In your summer advertising, don't forget to play up to the youngsters.



The "Gala Show" angle emphasized in a layout as illustrated above is one of the necessary selling efforts to meet the strong non-theatrical competition of mid-summer.



Seasonal appeal will bring more attention to your advertising. Thus, the above illustration is offered as a suggestion to be used in newspaper or program displays.

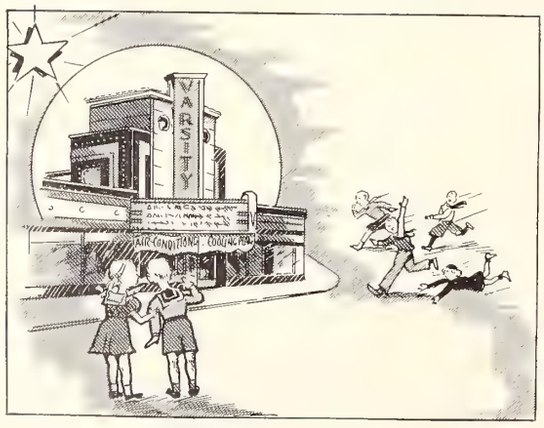


A suggested layout for larger displays in the newspaper. Put plenty of the "July 4th" spirit and symbolism in your advertising if you want to attract attention to the headline and descriptive copy about the main feature and supporting attractions offered during the holiday term. The main panel in the display above gives ample space for combined selling of the picture and the advantages, safety, comfort, etc., of your theatre for a pleasant evening or afternoon during the holiday.



An illustration like that shown above will come in handy for a variety of uses in making up the newspaper or program ads over the Independence Day holiday period. Try adding some decoration of this type to the displays, and see how advantageously you can make them pep up the ad.

Special Appeal to the Kids



Make the summer season a special time for playing up the theatre as a healthful resort for children. The reputation of your theatre as a place where children can find good recreation under conditions of safety will add much to the box office returns over a period of months. Remember, it's the children who give the most valuable kind of word-of-mouth advertising for the show and the theatre!

* 'HANK' HAROLD
Advertising Director
Regent-State Corp.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

Publicity Pays Dividends

The definition of "publicity," a coined word is given as a quality of being generally known. A publicity agent is sometimes classed as an advertising man. He can be a creator of ideas or a writer of attractive ad copy.

Managers of neighborhood theatres to be successful and in order to compete with fellow showmen must be in some degree publicity men.

A theatre publicity man must know his public and know all about the pictures he is playing. He must tell "the World and his Wife" in unmistakable terms what he is offering to the public.

Many persons in your localities may not know that you had a certain fine picture until after it has played your theatre. Did you ever give time to the thought that there are enough of such people in every locality to either make up the difference between profit and loss, or the difference between a mild success and a knock-out?

In advertising, picture illustrations tell the story quicker and more forcibly than any other medium. Pictures reach everyone and are understood by all, whether six or sixty years of age. No piece of theatrical advertising material should be without an illustration. A picture on a printed circular will arrest attention more quickly than type copy. Test yourself by going through a newspaper and seeing what subjects you look at as you scan through the pages.

In the early 1900's, Pearline Cleaning Compound was a household word. Its manufacturers were spending one-half million dollars a year to advertise it, and were making a substantial profit. Three years later, the head of the business died and his heirs decided to stop advertising. Eight years under a non-advertising plan, what was left of Pearline was purchased by a competing firm for $12,000. This answers the question, "Does Advertising Pay?"

New Quiz Game Overcomes Objections; No Pencils Necessary

A new quiz game which eliminates many of the objections hitherto encountered in these business builders, is being handled by Jack Jackson, well known Southern theatreman. It is called "So-No."

The material consists of a number of cards with die-cut spaces for tearing out opposite "Yes" or "No" correct answers to a series of questions which are also part of the equipment a selector, manually operated, immediately eliminates all incorrect answers so the results are known a few minutes after the cards are collected. In addition the game contemplates the inclusion of a "Master Question" which would be asked of all winners for a jackpot. If not answered correctly, the money for the jackpot question is added to the following week's prize.

The patented cards are numbered and patrons surrender the cards after detaching a stub. Both stub and card are numbered and the holder of winning stub merely has to show it to claim his prize. No pencils are necessary for any purpose.

Judges are selected from the audience and the answers to the questions are not unsealed until they are on the platform. The judges place the bars in the selector cabinet, thus insuring complete fairness.

The questions are all based on common knowledge for average people.

Short Subject Reviews STR

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning June 14)

ASTOR — Out of Darkness (MGM) rev. 5-10-41.
CAPITOL—Yosemite the Magnificent (MGM) rev. this issue; Coffins on Wheels (MGM) rev. this issue; Aeronutics (MGM) rev. 5-17-41.
CRITERION—Unusual Occupations No. 4 (Para.) rev. 3-29-41; Farm Frolics (Vita.) rev. 5-24-41.
GLOBE—Freddie Martin and His Orchestra (Vita.) rev. 4-5-41; Sail Ho! (Vita.).
PALACE—Publicity Sports (RKO-Pathe) rev. 4-5-41.
PARAMOUNT — Those We Love (Para.) rev. 5-31-41; Flies Ain't Human (Para.) rev. 4-19-41.
RADIO CITY MUSIC HALL—China Fights Back (RKO-M of T) rev. 6-7-41.
RIALTO—Nurse Mates (Para.) rev. 7-13-40; Diving Demons (Para.) rev. 10-5-40; Cheerio, My Dears (20th-Fox).
ROXY—What Happens at Night (20th-Fox); Empire in Exile (20th-Fox).
STRAND — Gun Dog's Life (Vita.) rev. 5-18-40; Happy Faces (Vita.); A Coy Decoy (Vita.).

Trail of Father Kino *(Interesting)*

Univ. (5361) Going Places No. 91 9 mins.

Father Kino, a Jesuit priest who journeyed by donkey and on foot some 20,000 miles to bring Christianity to the Indian tribes of the Southwest, is the subject of this reel narrated by Graham McNamee. The priest's handiwork is seen even today in the many missions which still stand as monuments to his memory.

An Apple In His Eye *(Hokey)*

RKO (13405) Edgar Kennedy No. 6 14 mins.

If your patrons like the custard throwing technique of the old style school of comedy, they'll love this, because it's abundantly supplied with pie-throwing of every description and from every angle. There are some laughs but it's plenty hokey.

Yosemite, the Magnificent *(Colorful)*

MGM (T-220) FitzPatrick Traveltalk No. 10 9 mins.

The splendor of Yosemite National Park is depicted in gorgeous color in this FitzPatrick travelogue. The giant sequoias in all their majesty are shown, some so big that automobiles are able to pass through the center of them. This one rates with FitzPatrick's usual standards in photography, composition and commentary. The subject permits a natural tie-in with travel agencies, so take advantage of it.

The Rookie Bear *(Funny)*

MGM (W-247) Cartoon No. 7 9 mins.

Just like his human counterpart, the rookie bear dreams that he has joined the armed forces of Uncle Sam and he goes through all the harrowing experiences that the rookie soldier endures. These vicissitudes are, needless to say, very funny and make this reel solid entertainment. It fits in nicely, too, with the defense program. The socko finish in which the bear wakes up to find he was dreaming, only to receive a message from Uncle Sam ordering him to report for military duty is a swell finish to an above-the-average cartoon.

Willie and the Mouse *(Instructive)*

MGM (K-285) Passing Parade No. 5 11 mins.

Directed by George Sidney this is an adroitly made short showing how the experimental laboratories use white mice in their studies of human behavior. The lessons thus learned are shown in their beneficial effects upon the teaching of young children in the classroom. Here is a reel that is at once informative as well as entertaining. It offers an opportunity to tie in with schools and educational institutions which devote much time to the study of modern methods of instruction. The actions of the mice in overcoming difficulties in obtaining bits of cheese are shown in an amusing manner, with the aid of various experimental equipment.

Coffins on Wheels *(Excellent)*

MGM (P-205) Crime Does Not Pay No. 5 17 mins.

What happens when people purchase used cars from unreliable dealers is depicted here. Warning is given that only reputable dealers can guarantee the safety of an automobile. The results of buying an unsafe auto are shown when the brakes fail to work and one of its young occupants is killed and others seriously injured. Tie in with your local police department safety bureau, automobile association and other organizations working for traffic safety.

Lions on the Loose *(Good)*

MGM (S-268) Pete Smith No. 8 9 mins.

Pete Smith, in this subject, takes a couple of lion cubs and with the camera follows them on their amusing peregrinations. The cubs are cute and the difficulties they get themselves into afford plenty of laughs and some oohs and ahs on their cuteness. This is handled in the typical Pete Smith manner and that should please his legion of followers. Marjorie Freeman directed.

KEEP DATES IN MIND

For your holiday tieups, don't forget these dates: June 23 to 28 is National Swim-for-Health Week. July 4 is Independence Day. July 14 is the 164th anniversary of the adoption of the Stars and Stripes. August 19 is National Aviation Day. And August 22 (not July 22, as inadvertently reported in the story on "Shorts for Holiday Tieups," STR, June 7, p. 40) is the 77th anniversary of the founding of the Red Cross in Geneva, Switzerland. Not only on shorts, but on certain features and also on the institutional angle, showmanship should come to the fore as each of these holidays or special observances rolls around.

Stars at Play *(Entertaining)*

Rep. (28-6) Meet the Stars No. 6 10 mins.

No less than 38 Hollywood celebrities appear in this release of the Meet the Stars series. On a tour of stars' homes, the camera invades the inner sanctums of houses owned by Jane Withers and Cesar Romero, peeks in on the construction of Rita Hayworth's new house. Balance of the footage is devoted to a Santa Anita Park horse race where nearly every star comes to bet, hope and cheer. A similar sequence was included in a former "Hollywood" reel, but it still tends to entertain and fascinate those who are naturally entertained and fascinated by the off-the-screen activities of their favorite players, and there are many such fans. Harriet Parsons is the narratress, with Bob Tobey operating the camera. A one-sheet listing the personalities to be seen in the reel is available at your nearest Republic Exchange. A tieup on home movie cameras might be made on the strength of the scenes showing Rita Hayworth keeping a home movie record of the construction of her house.

.. NEWSREEL SYNOPSES ..

(Released Saturday, June 14)

MOVIETONE (Vol. 23, No. 80)—West Point graduation; RAF trainees in Texas; Acrobats perform at Palisades Park, N. J.; Smile contest at Joplin, Mo.; Troops practice landing operations from ships at Cape Cod; Big guns for coast defense at Fort Story, Va.; Billy Conn trains for Louis bout; Diving exhibition at Olympic Bowl; California rodeo; Outboard motorboat race at Cypress Gardens, Fla.

NEWS OF THE DAY (Vol. 12, No. 278)—RAF flying cadets trained in Texas; West Point graduation; Big guns guard Virginia coast; Norma Shearer aids Canada's Victory Loan drive; Twin colts; Dayton rehearses for pageant of progress (Cincinnati only); Conn-Louis ready for title tilt; California rodeo; Diving exhibition at Olympic Bowl.

PATHE (Vol. 12, No. 83)—Workers return to aircraft plant at Inglewood; RAF flying cadets trained in Texas; Survivors of Zamzam; Big guns guard Virginia coast; Ickes talks on oil deficiency; Army "invades" Cape Cod; Information Please experts in tennis match at Forest Hills; Patrick Henry Day celebrated at Richmond, Va. (Virginia only).

UNIVERSAL (Vol. 13, No. 988)—Aircraft strikers go back to work; West Point graduation; Stevens Institute graduation at Hoboken; Ickes urges gas conservation; Survivors of Zamzam; Rubber life-saving suit demonstrated; RAF cadets in training in Texas; Army "invades" Cape Cod; Bathing suit fashions; Billy Conn trains for Louis bout; Outboard motorboat race at Cypress Gardens, Fla.

PARAMOUNT (No. 83)—Vichy agrees to Nazi "collaboration"; First pictures from the Marseilles of today; Six-day strike at Inglewood aircraft plant; Lumbermen on strike in Washington; Shipyard strike.

(Released Wednesday, June 11)

PARAMOUNT (No. 82)—Dock fire at Jacksonville, Fla.; Battered Nazi Messerschmitt arrives in New York for exhibition tour; Willkie criticizes isolationists in speech at Chicago; Two new U. S. warships launched; Craig Wood wins U. S. open golf championship; Whirlaway wins Belmont Stakes; Snow sports at Naches Pass, Wash.; Scenes of Gibraltar's defenses; British women sing a song for victory.

MOVIETONE (Vol. 23, No. 79)—U. S. takes over plane factory to stop strike; Willkie urges national unity in Chicago address; U.S.S. South Dakota launched at Camden, N. J.; Petain cabinet accepts Nazi terms of collaboration; Britain strengthens defenses of Gibraltar; Girls cavort in snow at Naches Pass, Wash.; Elephants swim in Pacific to keep cool; Whirlaway wins Belmont Stakes; Craig Wood wins U. S. open golf championship.

NEWS OF THE DAY (Vol. 12, No. 277)—Army seizes plane plant as strikes peril defense; U.S.S. South Dakota launched at Camden, N. J.; Willkie pleads for industrial unity at Chicago; Military note in National Air Tourney (Atlanta only); Gibraltar defenses strengthened by British; King George sees "paratroops" in action; Petain's Vichy cabinet faces war crisis; Sabotage hinted in Florida dock blaze; Budge and Perry star in pro tennis match; Craig Wood wins U. S. open golf championship.

PATHE (Vol. 12, No. 82)—U.S.S. South Dakota launched at Camden, N. J.; Censored films show Japanese fleet maneuvers; Gibraltar prepares against attack; Airplane strikers defy work pleas; British get ready-built U. S. hospital; Elephants play in ocean spray at Venice, Calif.; Craig Wood wins U. S. open golf championship; Whirlaway wins Belmont Stakes.

UNIVERSAL (Vol. 13, No. 987)—U. S. takes over plane factory to stop strike; British strengthen Gibraltar; Flames menace docks at Jacksonville, Fla.; Flames threaten Boeing plane factory at Vancouver, B. C.; U.S.S. South Dakota launched at Camden, N. J.; National Air Show at Birmingham, Ala.; Craig Wood wins U. S. open golf championship; Whirlaway wins Belmont Stakes.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 139

PROGRAM NOTES FROM THE STUDIOS

RKO Re-Signs Lee Bonnell; Anna Q. Nilsson in Comeback; George Murphy for "Panama Hattie"; "Sierra Sue" for Autry

RKO lifted its option on Lee Bonnell, promising young leading man, re-tieing him for a full year at a substantial boost in salary. Bonnell is currently working in "Look Who's Laughing," his first top-listing assignment.

Warner Bros. has signed Jerome Cowan for an important part in "The Maltese Falcon," starring Mary Astor with Lee Patrick and Peter Lorre. John Huston will direct from his own screenplay, based on the famous story by Dashiell Hammett.

Anna Q. Nilsson, who is staging a film comeback, has been set for a featured role in Harry Sherman's next Hopalong Cassidy feature, "Timberwolves."

George Murphy goes into the top male role, opposite Ann Sothern, in the film version of Buddy DeSylva's "Panama Hattie," scheduled to go before the cameras at MGM within the next few weeks. Rags Ragland and Red Skelton are also down for important roles. Norman McLeod will direct for Producer Arthur Freed.

If the deal can be arranged, Fritz Lang will be borrowed from 20th Century-Fox to handle the megaphone for Edward Small's "Corsican Brothers," starring Louis Hayward. Lang still has an assignment to fulfill on his home lot.

Jan Clayton, wife of Russell Hayden, has been signed to a term contract at 20th Century-Fox. Miss Clayton comes from the original "Meet the People" company and was formerly under contract to Warners.



Dieterle Acts For His Cast

Hollywood's best director-actor is William Dieterle, shown here (hands on hips) intently watching a scene from his current RKO-Radio picture, "The Devil and Daniel Webster." Dieterle is one of the few directors who emotes along with the players.

Next picture assignment for Edward G. Robinson at Warner Bros. will be "The Man They Couldn't Kill," written by Sidney Biddell and Frederick Frank.

Belita, star of "Ice-Capades," has quit the film production at Republic because she couldn't get together with the studio on stellar billing. Shooting continues without any delays, because to date, she has not appeared in any scenes.

Lupe Velez and John Barrymore have been signed by RKO for important roles in the forthcoming Kay Kyser feature which David Butler will produce and direct. The picture, still untitled, will go into production within the next three weeks. Butler was producer-director on the first two Kyser pictures.

Johnny Mack Brown heads the cast of Universal's "Masked Caballero," currently before the cameras under the direction of Ford Beebe. Fuzzy Knight and Nell O'Day head the supporting players.

Raymond Hatton, veteran character actor, has been signed by Monogram for a featured role in the new series of "Rough Riders" westerns which will star Buck Jones and Tim McCoy. First of the group rolls next week at Monogram's Prescott, Arizona, ranch under the direction of Spencer G. Bennett.

Don Castle, who appeared recently in "World Premiere" with John Barrymore, Frances Farmer and Ricardo Cortez, has been assigned an important role in the Bill Pine-Bill Thomas production, "Torpedo Boat," which will star Richard Arlen.

Republic has purchased the popular song hit, "Sierra Sue," for the title of Gene Autry's next singing western at the studio.

Final roles to be filled in Columbia's "Ladies in Retirement," which is being directed by Charles Vidor with Ida Lupino and Louis Hayward in the top spots, were assigned to Emma Dunn and Queenie Leonard.

Virginia Van Upp, Paramount scenarist, who wrote the screenplay for "Bahama Passage," left by TWA plane for Miami to join Producer-Director Edward H. Griffith and his location troupe at Nassau, Bahamas.

Jack Oakie is conferring daily with Darryl F. Zanuck, 20th Century-Fox production chief, concerning the script of "Song and Dance Man," Oakie's next picture.



Director Holds Rehearsal

Director Elliott Nugent assembles cast for a quick going over of script before the next scene in Paramount's "Nothing But the Truth," starring Bob Hope and Paulette Goddard. Seated left to right are Director Elliott Nugent, Bob Hope, Paulette Goddard and Edward Arnold. Willie Best is in background.

20th Century-Fox in Big Production Spurt; 8 in Work

Production activities at 20th Century-Fox took an upward turn with four new pictures before the cameras, making a total of eight features shooting.

New films before the cameras are "We Go Fast," "How Green Was My Valley," "Man at Large" and "Riders of the Purple Sage," directed by William McGann, John Ford, Eugene Forde and James Tinling respectively.

Other pictures in production include "Yanks in the R.A.F.," co-starring Tyrone Power and Betty Grable; "Charley's Aunt," the Jack Benny starrer; "Wild Geese Calling," with Henry Fonda, Joan Bennett and Ona Munson; and "Marry the Boss' Daughter," featuring Brenda Joyce.

Hubbard Assigned "Rich" Role

As a result of his fine work in "She Knew All the Answers," and more recently in "Our Wife," which is still shooting, John Hubbard was assigned to a featured role in Columbia's "You'll Never Get Rich," Fred Astaire-Rita Hayworth co-starring musical now before the cameras under Sidney Lanfield's direction.

Sutherland Gets Long-Term Deal

After viewing the rushes of "Nine Lives Are Not Enough," Warner Bros. has torn up Eddie Sutherland's one-picture deal and handed the director a long-term contract. His present assignment stars Ronald Reagan with Joan Perry.

"Soldier" Rehearsals Start

Director Rol Del Ruth has started rehearsals of the big production numbers for MGM's "The Chocolate Soldier," and expects to start actual filming of the picture this week. Del Ruth will clean up all the spectacle sequences in the first two weeks of shooting. The picture co-stars Nelson Eddy and Rise Stevens.

HOLLYWOOD STUDIO ROUND-UP

he "GO" signal was given to eleven new ctures this week:

COLUMBIA

HE MEDICO RIDES — Principals: harles Starrett, Eileen O'Hearn, Cliff Edards. Director, Lambert Hillyer.

METRO-GOLDWYN-MAYER

HOCOLATE SOLDIER—Principals: Nelon Eddy, Rise Stevens, Florence Bates. Dirctor, Roy Del Ruth.

MONOGRAM

UGITIVE VALLEY — Principals: Ray orrigan, John King, Max Terhune. Direcor, Roy Luby.

PARAMOUNT

IMBER WOLVES—Principals: Bill Boyd, Brad King, Andy Clyde, Eleanor Stewart. Director, Lesley Selander.

PRODUCERS

BILLY THE KID IN SANTA FE—Principals: Bob Steele, Marin Fais, Al St. John. Director, Sherman Scott.

20TH CENTURY-FOX

WE GO FAST — Principals: Lynn Bari, Alan Curtis, Sheila Ryan. Director, William McGann.

HOW GREEN WAS MY VALLEY—Principals: Maureen O'Hara, Walter Pidgeon, Donald Crisp, Anna Lee. Director, John Ford.

MAN AT LARGE — Principals: Marjorie Weaver, Richard Derr, George Reeves. Director, Eugene Forde.

RIDERS OF THE PURPLE SAGE—Principals: George Montgomery, Mary Howard. Director, James Tinling.

UNITED ARTISTS

NIAGARA FALLS (Roach) — Principals: Marjorie Woodworth, Tom Brown, ZaSu Pitts, Slim Summerville. Director, Gordon Douglas.

WARNER BROS.

HOT NOCTURNE — Principals: Priscilla Lane, Richard Whorf, Betty Field, Lloyd Nolan. Director, Anatole Litvak.

Shumate Scripts "Cowboy"

Harold Shumate has been assigned to work on the script of the next Abbott and Costello starrer, "Ride 'Em Cowboy," which rolls at Universal shortly under the direction of Arthur Lubin.

Republic Re-signs Comics

Smiley Burnette and George "Gabby" Hayes, western comedians who play opposite Gene Autry and Roy Rogers respectively, have had their contracts renewed for another year by Republic.



Out of the Sky

Charles E. "Chick" Lewis, Editor of STR, and Gradwell L. Sears, Warner Bros.' sales chief, arrive from New York for the MPTOA and PPCITO convention.

Universal Schedules Six New Features for Next Two Weeks

Universal's summer production boom continues with six new features readied to start within the next two weeks.

First of the new starters will be another Abbott and Costello vehicle, "Ride 'Em Cowboy," to be directed by Arthur Lubin, who piloted the comics in their previous films. Starting shortly thereafter will be the new Charles Boyer-Margaret Sullavan production, "Heartbeat," in which the stars of "Back Street" will be directed by William Seiter, under the production guidance of Bruce Manning.

Also set for immediate filming is "Hellzapoppin," to be directed by Henry C. Potter for Jules Levey; "Mermaid in Distress," Vaughn Paul's inaugural production; "Arizona Cyclone," Johnny Mack Brown starrer; and the first of the films starring Dick Foran, Leo Carrillo and Andy Devine.

Leads Set for "Sundown"

Bruce Cabot, George Sanders, Carl Esmond and Joseph Calleia were set for the top male roles in "Sundown," Walter Wanger's next production for United Artists. Six principals, including the feminine lead, remain to be cast.

Mamoulian Back at Studio

Rouben Mamoulian returned to the 20th Century-Fox studio after a 10-day vacation following the preview of "Blood and Sand." He will check with Darryl F. Zanuck on his next commitment.

Roach Guns First Streamliner

"Niagara Falls," first of the Hal Roach streamlined features for United Artists, went before the cameras under the direction of Gordon Douglas. The cast is headed by Marjorie Woodworth, Tom Brown, ZaSu Pitts and Slim Summerville.

Bette Davis Works

Bette Davis returned to the cast of Samuel Goldwyn's "The Little Foxes," after being out for two weeks due to illness. William Wyler is directing the picture.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Boris Morros must like trouble. He's going to produce "Tales of Manhattan" for Paramount, which calls for seven sets of leading men and women, as well as seven different directors. We're wondering if Boris has enough of his famous shirts to go around . . . one for each episode.

How come Warner's "blurb" department has left John Garfield's name off the last two reams of copy released by the studio? Could it be possible John is taking another leave of absence . . . better known as a "suspension" around Burbank way?

We got the shock of our young (?) life the other day when we visited the set of RKO's "Father Takes a Wife," and ran into Henry Otto, the man who directed such oldtime hits as "Dante's Inferno," "The Willow Tree" and "Temple of Venus." Harry was working as one of the dress extras in a reception sequence.

Samuel Goldwyn is reported ready to put up $150,000 for the picture rights to the Broadway stage hit, "Watch on the Rhine" . . . so it must be good.

Biggest item in Hollywood these days is the battle of the columnists. Each one is taking credit for the first news break on Gene Tierney's marriage . . . just as if it made any difference. It might be a good idea if they put on a scrap about a REAL news item, something important to the industry that feeds them.

Funniest sight of the week was Editor "Chick" Lewis and Grad Sears, WB sales chief, hopping out of a TWA plane at Burbank, both badly in need of a barber (see cut on this page for a rough idea of what we mean).

The parting of Joe Pasternak and Universal, although perfectly amicable, was a shock. Joe has been with the studio for the past sixteen years, accomplishing feats of showmanship that will live for sixteen more years. It's a good guess that the boys in the Valley will miss him.

"Admirals" Next for Hayden

Paramount has announced "Tomorrow's Admirals" as the next screen assignment for Stirling Hayden, who is appearing opposite Madeleine Carroll in "Bahama Passage."

Another Welles Discovery

Ranking as the fifth Welles' "discovery" indirectly brought to RKO in recent weeks, Ann Burr, brilliant young leading lady of Welles' Broadway play, "Native Son," was signed to a long term contract by the studio.

"Billy the Kid" Rides Again

Producers' "Billy the Kid in Santa Fe," went before the cameras with Bob Steele, Marin Fais and Al St. John heading the cast. Sherman Scott is directing.

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

AIR CONDITIONING

LAST YEAR'S PRICES—Pay Next Year—"It's cool inside" Banner free with every purchase of blower, air washer or exhaust fan. Special 20 per cent discount. S. O. S. Cinema Supply Corp., 636—11th Ave., New York City.

BOOKS

CAMERON'S, RICHARDSON'S, CHALMERS, NADELL, DISCONTINUED EDITIONS, 39c up; Gregory-McKay's Basic Volume, 435 pages on Photography, Laboratory Developing, Printing, Cutting, Editing, Studio Lighting, Animated Cartoons, Trick Shots, profusely illustrated. Originally $7.50, now $1.95. S. O. S. Cinema Supply Corporation, 636—11th Ave., New York, N. Y.

COMPLETE RADIO COURSE, including sound-picture recording and projection by International Correspondence Schools. Cost new, $200. Bargain, $25.00. Issie Feldstein, 506 McGill Street, Montreal, Canada.

NEW EQUIPMENT

WHY LIMP ALONG WITH OUTDATED EQUIPMENT? TRADE YOURS FOR NEW AMPLIFIER, Speaker, Soundheads, or complete 1941 Sound System. Nothing down, $10 monthly. S. O. S. Cinema Supply Corp., 636—11th Ave., New York City.

THROW 'EM OUT—DIRTY, WRINKLED SCREENS KILL GOOD PROJECTION—20 per cent discount on brand new screens. Chrome diffusive, 29½c; Rubberized Washable, 34½c; Crystal Beaded, 47½c; Eventone Gradationally perforated, 49c. TIME PAYMENTS OR 5 PER CENT CASH. Samples free. S. O. S. Cinema Supply Corp., 636—11th Ave., New York City.

GRAB THAT LOCATION NOW—We'll furnish Projection, Sound, Drapes, Chairs, cheap. Two years to pay, trades taken. S. O. S. Cinema Supply Corp., 636—11th Ave., New York City.

SITUATIONS WANTED

PROJECTIONIST, competent, 10 years' experience, references, go anywhere. LAWRENCE MILLER, Wabasha, Minn.

THEATRE CHAIRS

ARTIFICIAL LEATHER MOLESKIN, 81c yard, SATEEN, 60c. SIX SEATS FROM TWO YARDS. Samples free. Box 524, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

GOOD CHAIRS—75c UP. Veneers, Panel Backs, Squabs, Spring, any pitch or width. Bargain list. Independent Seating Co., 547 West 46th Street, New York City.

THEATRE GAMES

"ASK-IT QUIZ," the sensational new theatre quiz game. Entire audience participates. Legal, no lottery or game of chance. Free sample. Gordon Hill, 509 Fifth Ave., New York City.

BINGO CARDS DIE CUT, $15.00 for 10,000 lots. Less quantities, $2.00 per 1,000. S. Klous, c/o SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

USED EQUIPMENT

BEAUTIFUL TICKET RECEPTACLES, $8.95; ODD LOT CHAIRS, 75c; SUPREX ARCLAMPS, $129.50; 1000 WATT SPOTLAMPS, $7.95; PORTABLE SOUND PROJECTORS, $59.50 up. S. O. S. Cinema Supply Corp., 636—11th Ave., New York City.

HOLMES EDUCATOR SOUND PORTABLES, $195.00; DeVRY ESF SOUND PORTABLES, $99.50; STANDARD MAKE 16mm sound projectors, $85.00. Box 525, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BARGAIN FOR SALE: Used screen and opal marquee glass. Landers Theatre, Springfield, Missouri.

UNUSUAL BARGAIN, CHAIRS AND COMPLETE EQUIPMENT for 300-seat theatre. Lease terminated. MOVIE SUPPLY CO., 1318 So. Wabash Ave., Chicago, Ill.

USE CONVENIENT BLANK TO CONTACT READY BUYERS

SHOWMEN'S TRADE REVIEW, 1501 BROADWAY, NEW YORK, N. Y. 6/14/41

You are authorized to insert.....times in your classified section the following:

.....

.....

.....

For which I enclose { cash / check / money order } in the amount of.....
in full payment at the rates quoted above.

Name.....Street.....City.....State.....

Meet Your Exchangemen

Wade W. Willman (MGM)

Wade started as a kid in the legitimate theatres as property boy, head usher and then manager of a combination vaudeville, legitimate and motion picture theatre. He sold out in 1917 and returned to Indianapolis to sell for the H. Lieber Co. and later, First National Pictures. He joined MGM as Indiana salesman out of Chicago and then UA in the same spot. In 1922, he joined Goldwyn as manager of the Indianapolis office and when the merger came he was retained. He is still Indianapolis manager for MGM and one of the veterans of the industry in the Indianapolis territory.



George L. McCoy (Col.)

"The Colonel," as he is popularly known, gets his sobriquet from his career as an Army officer. He was also a football player and an engineer, before beginning his film career in Detroit for Universal. After eight years with that company he joined Columbia and has been with the latter for the past ten years, covering the automobile industrial centers. He's well known in the Wolverine State and boasts a wide circle of friends.



Collins "Bud" Riley (Republic)

The plains of Kansas are the fertile selling ground for Salesman "Bud" Riley, who functions for Republic out of the Kansas City Exchange. "Bud" was born in Burlington, Iowa, in 1907. He navigated to Kansas City twenty-two years ago, and has to his credit nine years of experience in advertising and radio broadcasting, prior to his affiliation with Republic Pictures Midwest Film Distributors.



Joseph Gordon Leon (Univ.)

Joe, who is still a young fellow, broke into the industry as a kid with the Van Beuren Corp. as a special sales representative. After a couple of years, he moved to R.C.A. for a time and in 1931, he joined Universal in the Philadelphia exchange. He has been there even since. Today, he is one of the top-ranking salesmen, and no season goes by without finding him well up among the leaders.



Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
	Bat Whispers (My-D) ... C. Morris-U. Merkel	86		Reissued
	Crooked Circle (C)F ... Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
	Everything Is Rhythm (Mu) ... Harry Roy & Band	60	7/22/39	Not Rev.
	Framed for Murder (D) ... Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
	Hell's Angels (D) ... Lyon-Harlow-Hall	100	1/10/40	Reissued
	Hell's Crossroads (D)A ... Tom Keene-John Qualen		8/2/40	Reissued
	(Former title "Our Daily Bread")			
	Monster Walks (My-D) ... Mischa Auer	60	7/6/40	Reissued
	Murder at the Baskervilles ... Arthur Wontner		10/15/40	Not Rev.
	Scarface (D) ... P. Muni-G. Raft-A. Dvorak	88		Reissued
	Sky Devils (C-D) ... Spencer Tracy	88	9/1/40	Reissued
	Tumbleweeds (W) ... William S. Hart	86	5/1/39	Reissued
	U-67 (D) ... Alan Hale-Claude Allister	60	8/1/39	Reissued
	Vengeance of the Deep (D)F ... Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A ... Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F ... Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1022	Five Little Peppers in Trouble (CD)F ... Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1040	Glamour for Sale (D)A ... Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A ... Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F ... Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
1008	Lady in Question (D)A ... Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1039	Secret Seven (My)F ... Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W) ... Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
	Adventure in Washington(D)F ... Herbert Marshall-Virginia Bruce	84	5/30/41	b5/31/41
2006	Adam Had Four Sons (D)A ... Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A ... Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F ... Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2037	Big Boss (D)A ... Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
2015	Blondie Goes Latin (CM)F ... Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F ... Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A ... Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F ... Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F ... Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F ... Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A ... Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A ... Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F ... Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F ... Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A ... Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F ... Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
2013	Her First Beau (CD)F ... Jane Withers-Jackie Cooper	76	5/8/41	b5/10/41
2021	Lone Wolf Keeps a Date (MyC)A ... Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F ... Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A ... Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F ... Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
	(Reviewed as "Ten Days in Paris")			
2020	Naval Academy (D)F ... Jimmy Lyden-Fred. Bartholomew	67	5/22/41	b5/24/41
2030	Nobody's Children (D)F ... Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W) ... Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W) ... Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2002	Penny Serenade (CD)F ... Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
2033	Phantom Submarine (D)F ... Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W) ... Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F ... Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2214	Return of Daniel Boone (W) ... Bill Elliott-Betty Miles		5/7/41	a4/26/41
	Richest Man in Town (D)F ... Frank Craven-Edgar Buchanan	69	6/12/41	b6/14/41
2008	She Knew All the Answers (D)A ... Franchot Tone-Joan Bennett	85	5/15/41	b5/24/41
2018	So You Won't Talk? (C)F ... Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
2011	They Dare Not Love (D)A ... Martha Scott-George Brent	76	4/30/41	b5/3/41
2005	This Thing Called Love (C)A ... Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F ... Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
2036	Under Age (D)A ... Nan Grey-Alan Baxter-Tom Neal	60	4/26/41	b4/26/41
	Voice In the Night (D) ... Clive Brook-Diana Wynyard	83	5/20/41	b4/19/41
2202	West of Abilene (W)F ... Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W) ... Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming 1940-41

	Blondie in Society (C) ... Penny Singleton-Arthur Lake		7/26/41	a5/24/41
	Ellery Queen and the Perfect Crime (My) ... Ralph Bellamy-Margaret Lindsay			a6/14/41
2215	Hands Across the Rockies(W)F ... Bill Elliott-Dub Taylor	60	6/19/41	b6/14/41
	I Was a Prisoner on Devil's Island (D) ... Sally Eilers-Donald Woods		6/30/41	a4/26/41
2206	Medico of Painted Spring (W) ... Chas. Starrett-Terry Walker		6/26/41	a6/14/41
	Medico Rides (W) ... Charles Starrett-Eileen O'Hearn			In Prod.
	Mr. Jordan Comes to Town (FA) ... Robt. Montgomery-Rita Johnson			a5/24/41
	Mystery Ship ... Lola Lane-Paul Kelly			In Prod.
	Officer and the Lady (D) ... Rochelle Hudson-Bruce Bennett		7/17/41	a4/26/41
	Our Wife (C) ... Ruth Hussey-Melvyn Douglas			a5/31/41
	Son of Davy Crockett (W) ... Bill Elliott-Iris Meredith		7/30/41	a5/24/41
	Sweetheart of the Campus (MD) ... Ruby Keeler-Harriet Hilliard		6/26/41	a4/26/41
	(Former title "Betty Co-Ed")			
	Texas (PD) ... William Holden-Glenn Ford			a5/31/41
	Tillie the Toiler (C) ... Kay Harris-William Tracy			In Prod.
	Time Out for Rhythm (DM)F ... Rudy Vallee-Rosemary Lane	74	6/20/41	b6/7/41
	Two in a Taxi (D) ... Anita Louise-Russell Hayden		7/10/41	a4/26/41
	(Former title "One Way Street")			
	Two Latins From Manhattan(CM) ... Jinx Falkenberg-Joan Woodbury			a5/31/41
	You'll Never Get Rich ... Fred Astaire-Rita Hayworth			In Prod.

Coming 1941-42

	King of Dodge City (W) ... Bill Elliott-Tex Ritter	In Prod.
	Ladies in Retirement ... Ida Lupino-Louis Hayward	In Prod.
	Tonight Belongs to Us ... Loretta Young-Dean Jagger	In Prod.

MGM

Current 1939-40

48	Boom Town (D)A ... Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
49	Golden Fleecing (CD)F ... Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
50	I Love You Again (C)A ... Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
46	Pride and Prejudice (PD)F ... Greer Garson-L. Olivier	117	8/2/40	b7/13/40

Current 1940-41

126	Andy Hardy's Private Secretary (C)F ... Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F ... Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
137	Billy the Kid (Tech.) (D)F ... Rob't Taylor-Maureen O'Sullivan	95	5/30/41	b5/31/41
110	Bittersweet (Tech.) (O)F ... Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F ... Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A ... James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113	Comrade X (C)A ... Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F ... Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F ... L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F ... A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108	Escape (D)A ... Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40

MGM

Current 1940-41 (Cont.)

		Mins.	Rel. Date	See Issue of
117	Flight Command (D)F ... Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A ... Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F ... Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
138	Getaway (G) ... Robert Sterling-Van Heflin	89	6/13/41	a5/10/41
	Gone With the Wind (PD)F ... Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F ... Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A ... Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F ... Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
135	I'll Wait For You (D)F ... Virginia Weidler-Robt. Sterling	75	5/16/41	b5/10/41
116	Keeping Company (D)F ... John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F ... Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F ... Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
134	Love Crazy (F)A ... Wm. Powell-Myrna Loy-Fay Bainter	99	5/23/41	b5/17/41
118	Maisie Was A Lady (C)A ... Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
132	Men of Boys Town (D)F ... Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
129	Penalty, The (G)A ... Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
133	People vs. Dr. Kildare (D)F ... Lew Ayres-Lionel Barrymore	77	5/2/41	b5/10/41
119	Philadelphia Story (FC)A ... Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A ... Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F ... Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F ... Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A ... Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F ... Laraine Day-Robert Young	90	2/14/41	b2/15/41
131	Washington Melodrama(My)A ... Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/41
121	Wild Man of Borneo (C)F ... Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
136	Woman's Face (D)A ... Joan Crawford-Melvyn Douglas	106	5/9/41	b5/10/41
102	Wyoming (CD)A ... Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD) ... Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/41

Coming

	Barnacle Bill (CD) ... Wallace Beery-Virginia Weidler		7/4/41	a5/10/41
139	Big Store (F) ... Marx Bros.-Virginia Grey		6/20/41	a5/10/41
	(Former title "Bargain Basement")			
	Blossoms in the Dust (D) ... Greer Garson-Walter Pidgeon(Tech.)			a3/29/41
	Chocolate Soldier (M) ... Nelson Eddy-Rise Stevens			In Prod.
	Dr. Jekyll and Mr. Hyde (D) ... Spencer Tracy-Ingrid Bergman			a3/29/41
	Honky-Tonk ... Clark Gable-Lana Turner			In Prod.
	Lady Be Good (Mu) ... Eleanor Powell-Ann Sothern			a3/22/41
	Life Begins for Andy Hardy ... Mickey Rooney-Judy Garland			In Prod.
	Ringside Maisie ... Ann Sothern-George Murphy		7/11/41	In Prod.
	Smilin' Through (Tech.) ... Jeannette MacDonald-Ian Hunter			In Prod.
	They Met in Bombay ... Clark Gable-Rosalind Russell		6/27/41	a3/29/41
	(Former title "The Uniform")			
	Yearling, The (Tech.) ... Spencer Tracy-Anne Revere			In Prod.
	Young Americans ... Dan Dailey, Jr.-Bonita Granville			In Prod.
	Untitled Dr. Kildare ... Lew Ayres-Lionel Barrymore			In Prod.

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F ... Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Doomed to Die (My)F ... Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Laughing at Danger (D)F ... Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F ... Will Fyffe-Kay Walsh	69	8/19/40	b8/17/40
	Queen of the Yukon (D)F ... Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Up In the Air (My-D)F ... Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F ... Ben Lyon	60	9/2/40	b9/7/40

Current 1940-41

	Ape, The (D)F ... Boris Karloff	62	9/30/40	b10/26/40
	Chamber of Horrors (D)A ... Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)A ... Leslie Banks-Wilfred Lawson	65	1/15/41	b5/17/41
	Drums of the Desert (D)F ... Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F ... East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Gang's All Here (G) ... Frankie Darro-Mantan Moreland		6/11/41	a5/17/41
	Her First Romance (C-D)F ... Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	House of Mystery (H)A ... Kenneth Kent-Judy Kelly	62	5/7/41	b5/31/41
	Invisible Ghost (H)A ... Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
	Kid's Last Ride (W) ... John King-Ray Corrigan		2/10/41	a1/11/41
	(Former title "Prairie Schooldays")			
	King of Zombies (H)A ... John Archer-Mantan Moreland	67	5/14/41	b5/17/41
	Ol' Swimmin' Hole F ... Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T) ... Adventure film		7/29/40	Not Rev.
	Outsider (D)F ... Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F ... Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pioneers, The (W)F ... Tex Ritter-Slim Andrews	61	5/10/41	b5/3/41
	Pride of the Bowery F ... Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F ... Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Redhead (D)A ... June Lang, Johnny Downs	64	5/21/41	b5/17/41
	Ridin' the Cherokee Trail (W)F ... Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Roar of the Press (My)F ... Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
	Rollin' Home to Texas (W)F ... Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F ... Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Silver Stallion (D) ... David Sharpe-Leroy Mason-Thunder		5/28/41	a5/10/41
	Take Me Back to Oklahoma (W)F ... Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F ... Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F ... Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F ... Corrigan-King-Terhune	55	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)F ... Range Busters	60	4/20/41	b5/3/41
	West of Pinto Basin (W)F ... Corrigan-King-Terhune	56	11/14/40	b12/7/40
	Wrangler's Roost (W) ... Range Busters		6/4/41	a5/17/41
	You're Out of Luck (D)F ... Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	City Limits (D) ... Frank Albertson-Jed Prouty		7/12/41	a6/14/41
	Fugitive Valley (W) ... Corrigan-King-Terhune		7/30/41	In Prod.
	Murder By Invitation (My) ... Wallace Ford-Marian Marsh		6/30/41	a6/7/41
	Wanderers of the Desert (W) ... Tom Keene-Betty Miles		6/25/41	a6/14/41

PARAMOUNT

Current 1939-40

3944	Comin' 'Round the Mountain (C)F ... Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3942	Golden Gloves (D)A ... Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A ... Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3943	Mystery Sea Raider (D)F ... Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F ... Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40

Current 1940-41

4009	Arise, My Love (CD)A ... Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)F ... Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)F ... Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F ... Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)F ... Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F ... Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)F ... Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)A ... Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4028	I Wanted Wings (D)F ... Brian Donlevy-Ray Milland	130	5/30/41	b3/29/41
4016	Life With Henry (C)F ... Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4022	Lady Eve (D)F ... Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)F ... Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)F ... Jack Benny-Fred Allen	82	12/27/40	b12/21/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
4018	Mad Doctor (H)F	Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)A	Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)A	D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)F	J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4029	One Night in Lisbon (C)A	Madeleine Carroll-Fred MacMurray	95	6/13/41	b5/10/41
4054	Pirates on Horseback (W)F	Wm. Boyd-Russell Hayden	69	5/23/41	b5/24/41
4026	Power Dive (D)F	Richard Arlen-Jean Parker	68	4/25/41	b4/12/41
4004	Quarterback (CD)F	Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)F	MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4027	Reaching for the Sun (CD)A	Joel McCrea-Ellen Drew	88	5/2/41	b4/12/41
4025	Road to Zanzibar (CM)F	Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)F	Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4091	Rhythm on the River (M)F	Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)F	Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)F	J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4021	There's Magic in Music(Mu)F (Reviewed as "Hard Boiled Canary")	Allan Jones-Susanna Foster	80	5/16/41	b3/1/41
4050	Three Men From Texas (W)F	William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)A	Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)F	Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4018	World In Flames (Doc)A	Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)F	Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming

	Aloma of the South Seas (D)	Dorothy Lamour-Jon Hall (Tech.)	8/15/41	a4/12/41
	Among the Living (D)	Albert Dekker-Susan Hayward		a6/14/41
	Bahama Passage (Tech.)	Madeleine Carroll-Stirling Hayden		In Prod.
	Birth of the Blues (M)	Bing Crosby-Mary Martin		a6/7/41
	Buy Me That Town (CD)	Lloyd Nolan-Constance Moore		a4/19/41
	Caught in the Draft (C)F	Bob Hope-Dorothy Lamour	81 7/4/41	b5/31/41
	Forced Landing (D)	Richard Arlen-Eva Gabor	7/25/41	a5/17/41
	Great Man's Lady (D) (Former title "Pioneer Woman")	Barbara Stanwyck-Joel McCrea		a3/22/41
	Henry Aldrich For President (CD)	Jimmy Lydon-Mary Anderson		a4/26/41
	Hold back the Dawn (D)	Chas. Boyer-Olivia de Havilland		a3/22/41
	Kiss the Boys Goodbye (CM)	D. Ameche-M. Martin-O. Levant	8/1/41	a3/8/41
	Mr. Bug Goes to Town	Tech. Cartoon Feature		In Prod.
	New York Town	Mary Martin-Fred MacMurray	7/25/41	a11/30/40
	Night of Jan. 16th (My)	Ellen Drew-Robt. Preston		a4/12/41
	Nothing But the Truth (C)	Bob Hope-Paulette Goddard		a4/26/41
	Parson of Panamint (D)	Charles Ruggles-Ellen Drew	6/27/41	a4/26/41
	Reap the Wild Wind (Tech.)	Ray Milland-John Wayne		In Prod.
	Secret of the Wastelands (W)	Wm. Boyd-Brad King-Andy Clyde		a6/7/41
	Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)	7/18/41	a11/9/40
	Sheik of Buffalo Butte (W)	Wm. Boyd-Brad King		In Prod.
	Skylark (CD)	Claudette Colbert-Ray Milland		a3/1/41
	Sullivan's Travels (CD)	Joel McCrea-Veronica Lake		a6/7/41
	Timber Wolves (W)	Bill Boyd-Brad King-Andy Clyde		In Prod.
4030	West Point Widow (CD)	Ann Shirley-Richard Carlson	62 6/20/41	b6/14/41
	Wide Open Town (W)	William Boyd-Russell Hayden		a3/1/41
	World Premiere (C)	John Barrymore-Frances Farmer		a4/26/41

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice(W)	Bob Steele	63	12/27/40	Not Rev.
	Billy the Kid in Santa Fe(W)	Bob Steele-Marin Fais		7/11/41	In Prod.
158	Billy the Kid in Texas (W)	Bob Steele	55	9/30/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)F	Bob Steele	62	4/18/41	b4/12/41
160	Billy the Kid's Range War (W)	Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)F	Henry Armetta	62	2/7/41	b4/26/41
111	Criminals Within (My)	Eric Linden-Ann Doran		6/13/41	a5/24/41
113	Desperate Cargo	Ralph Byrd-Carol Hughes			In Prod.
105	Devil Bat (My)	Bela Lugosi-Forrest Tucker	69	12/13/40	Not Rev.
112	Double Cross	Kane Richmond-Pauline Moore		6/27/41	In Prod.
109	Emergency Landing (Spy)	Carol Hughes		5/23/41	In Prod.
108	Federal Fugitives (Spy)F	Neil Hamilton-Doris Day	66	3/28/41	b5/24/41
114	Gambling Daughters	Cecilia Parker-Roger Pryor			In Prod.
152	Gun Code (W)	Tim McCoy	55	8/3/40	Not Rev.
104	Misbehaving Husbands (C)F	Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
165	Lone Rider In Ghost Town (W)F	Geo. Houston-Alaine Brandes	64	5/16/41	b5/17/41
103	Marked Men (D)	Warren Hull-Isabel Jewell		8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)F	Tim McCoy	53	3/7/41	b3/1/41
123	Paper Bullets (D)A	Joan Woodbury-Jack LaRue	69	5/30/41	b6/14/41
154	Riders of Black Mountain (W)	Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)F	Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)F	Roger Pryor-Virginia Vale	68	5/2/41	b4/26/41
156	Texas Marshal (W)	Tim McCoy-Kay Leslie		5/30/41	a5/17/41

R.K.O.-RADIO

Current 1939-40

40	Dance, Girl, Dance (D)A	Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
38	Lucky Partners (C)A	Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
42	One Crowded Night (D)A	Billie Seward-Don Costello	66	8/9/40	b8/3/40
61	Queen of Destiny (B)F (Reviewed as "Sixty Glorious Years")	Neagle-Walbrook (Tech.)	90	8/2/40	b10/29/38
41	Stranger on the Third Floor (D)A	Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
86	Triple Justice (W)F	Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)F	Fay Wray-Charles Lang	62	8/23/40	b8/17/40

Current 1940-41

183	Along the Rio Grande (W)F	Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
161	Convoy (War)F	Clive Brook-John Clements	89	1/3/41	b12/7/40
185	Cyclone on Horseback (W)	Tim Holt-Marjorie Reynolds		6/13/41	a5/10/41
122	Devil and Miss Jones (D)F	Jean Arthur-Chas. Coburn	92	4/11/41	b4/5/41
102	Dreaming Out Loud (C)F	Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
	Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40
182	Fargo Kid (W)F	Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)F	Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
120	Girl, A Guy and A Gob (C)F	Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)F	Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)A	Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)F	Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)F	Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)F	Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
124	Melody for Three (D)F	Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
110	Little Men (D)F	Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)F	Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)A	Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)A	Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)F	Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)A	Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)F	March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)F	Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
125	Repent at Leisure (C-D)F	Kent Taylor-Wendy Barrie	67	4/4/41	b5/31/41
184	Robbers of the Range (W)F	Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
116	Saint in Palm Springs(MyC)F	George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
123	Scattergood Baines (C)F	Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41
132	Scattergood Pulls the Strings (D)F	Guy Kibbee	65	5/23/41	b5/17/41
133	Sunny (MC)F	A. Neagle-J. Carroll-R. Bolger	98	5/30/41	b5/24/41
128	They Met in Argentina(MD)F	Ellison-O'Hara-Ebsen	77	4/25/41	b4/26/41
104	They Knew What They Wanted (D)A	Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)A	Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her(C)F	Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)F	Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)F	Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

R.K.O.-RADIO

Coming

			Mins.	Rel. Date	See Issue of
	Bambi	Disney Cartoon Feature			In Prod.
	Before the Fact (D)	Cary Grant-Joan Fontaine			a3/22/41
118	Citizen Kane (D)A	Orson Welles-Dorothy Comingore	120		b4/12/41
	Devil and Daniel Webster(D)	Thomas Mitchell-Walter Huston			a5/31/41
186	Dude Cowboy (W)	Tim Holt-Marjorie Reynolds			a5/17/41
	Father Takes a Wife (C-D)	Adolphe Menjou-Gloria Swanson			a5/17/41
	Gay Falcon	George Sanders-Wendy Barrie			a6/14/41
129	Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles			a4/5/41
	Lady Scarface (D)	Dennis O'Keefe-Frances Neal			a5/17/41
	Little Foxes (D)	Bette Davis-Richard Carlson			a6/14/41
	Look Who's Laughing	Bergen & McCarthy			In Prod.
	Mexican Spitfire's Baby	Leon Errol-Lupe Velez-Zasu Pitts			In Prod.
	My Life With Caroline (C)	Ronald Colman-Anna Lee			a4/19/41
	Outlaw Trail (W)	Tim Holt-Janet Waldo			a5/31/41
	Parachute Battalion (D)	Robert Preston-Nancy Kelly			a4/19/41
191	Reluctant Dragon(C-Cartoon)F	Benchley and Cartoon Characters	73	6/27/41	b6/7/41
134	They Meet Again (D)	Jean Hersholt-Dorothy Lovett		6/20/41	a5/17/41
126	Tom, Dick and Harry (C)	Ginger Rogers-Geo. Murphy			a3/29/41
	Unexpected Uncle	Edmond O'Brien-Jane Wyatt			In Prod.
	Untitled Western	Tim Holt-Jane Clayton			In Prod.

REPUBLIC

Current 1939-40

924	Earl of Puddlestone (C)F	The Gleasons	66	8/31/41	b8/17/40
910	Sing, Dance, Plenty Hot(M)F	Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40

Current 1940-41

16	AngelsWithBrokenWings(CD)F	Binnie Barnes-Gilbert Roland	72	5/27/41	b6/7/41
10	Arkansas Judge (C)F	Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)F	Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)F	Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)F	Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)F	Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)F	Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)F	Roy Rogers-George Hayes	57	9/15/40	b9/7/40
15	Country Fair (CM)F	Eddie Foy, Jr.-June Clyde	74	5/5/41	b5/17/41
77	Desert Bandit (W)F	Don Barry-Lynn Merrick	56	5/24/41	b5/31/41
7	Friendly Neighbors (C)F	Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)F	Don Barry-Betty Moran	57	10/10/40	b10/12/40
22	Gay Vagabond, The (CD)F	Ruth Donnelly-Roscoe Karns	66	5/12/41	b5/24/41
17	Girl From Havana (D)A	Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)F	Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)F	Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)F	Roy Rogers-G. "Gabby" Hayes	58	3/28/41	b4/12/41
14	Lady From Louisiana (PD)A	Ona Munson-John Wayne	83	4/22/41	b5/3/41
64	Lone Star Raiders (W)F	Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)A	John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)F	Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)F	Johnny Downs-Vera Vague	65	9/6/40	b8/24/40
41	Melody Ranch (MC)F	Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (CD)F	Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5/41
61	Oklahoma Renegades (W)F	Three Mesquiteers	57	8/29/40	b8/17/40
66	Pals of the Pecos (W)F	Three Mesquiteers	56	4/8/41	b4/26/41
20	Petticoat Politics (C)F	Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)F	Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)F	Three Mesquiteers	58	2/16/41	b2/22/41
43	Ride, Tenderfoot, Ride(MW)F	Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)F	Gene Autry-Smiley Burnette	79	1/24/41	b2/1/41
54	Robin Hood of the Pecos(W)F	Roy Rogers-George Hayes	59	1/14/41	b1/18/41
13	Rookies on Parade (CM)F	Bob Crosby-Ruth Terry	69	4/17/41	b5/3/41
67	Saddlemates (W)F	Three Mesquiteers	56	5/26/41	b6/14/41
56	Sheriff of Tombstone (W)F	Roy Rogers-George "Gabby" Hayes	56	5/7/41	b5/10/41
46	Singing Hill, The (MW)F	Gene Autry-Smiley Burnette	75	4/26/41	b5/3/41
2	Sis Hopkins (CM)F	Judy Canova-Bob Crosby	98	4/12/41	b4/12/41
73	Texas Terrors (W)F	Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)F	Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)F	Don "Red" Barry	57	8/16/40	b8/3/40
76	Two-Gun Sheriff (W)F	Don "Red" Barry-Lynn Merrick	56	4/10/41	b4/26/41
62	Under Texas Skies (W)F	Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)A	John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)F	Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)F	Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

68	Gangs of Sonora (W)	Three Mesquiteers			a6/7/41
4	Ice-Capades	Dorothy Lewis-Jerry Colonna			In Prod.
78	Kansas Cyclone (W)	Don Barry-Lynn Merrick		6/24/41	a5/31/41
57	Nevada City (W)	Roy Rogers-George "Gabby" Hayes		6/20/41	a5/17/41
3	Puddin' Head (C)	Judy Canova-Francis Lederer		6/25/41	a5/17/41
47	Sunset in Wyoming (W) (Former title "Under Fiesta Stars")	Gene Autry-Smiley Burnette			a6/7/41

Coming 1941-42

	Hurricane Smith	Ray Middleton-Jane Wyatt	a6/7/41
	Mountain Moonlight	Weaver Bros. & Elviry	a5/3/41

20TH CENT.-FOX

Current 1940-41

143	Blood and Sand (Tech.) (D)A	Tyrone Power-Linda Darnell	125	5/30/41	b5/24/41
112	Bride Wore Crutches (CD)F	Lynne Roberts-Ted North	59	6/13/41	b7/27/40
107	Brigham Young, Frontiersman (PD)A	Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)A	Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)F	Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)F	Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
141	Cowboy and the Blonde(CD)F	Mary Beth Hughes-G. Montgomery	68	5/16/41	b4/26/41
136	Dead Men Tell (My)F	Sidney Toler	61	3/28/41	b3/29/41
113	Down Argentine Way (M)F	Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)F	G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
144	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	a8/17/40
108	Gay Caballero (W)F	Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)F	Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)F	Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)F	Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
140	GreatAmericanBroadcast(DM)F	Alice Faye-John Payne-Jack Oakie	90	5/9/41	b5/3/41
142	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12/41
111	Great Profile (C)A	John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)F	Paul Muni-Gene Tierney	94	1/3/41	b12/28/40
122	Jennie (D)F	Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40
139	Mail Train	Alastair Sim-Gordon Harker		4/25/41	Not Rev.
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

148	Accent on Love (CD)	Geo. Montgomery-Osa Massen		7/11/41	a5/31/41
149	Dance Hall	Cesar Romero-Carole Landis		7/18/41	a5/31/41
146	Man Hunt (Spy)F	Walter Pidgeon-Joan Bennett	100	6/20/41	b6/14/41
147	Moon Over Miami (DM) (Tech.) (Former title "Miami")	Don Ameche-Betty Grable		7/4/41	a5/3/41
135	Outlaw, The	Walter Huston-Thos. Mitchell			In Prod.
145	Very Young Lady (CD)F	Jane Withers-Nancy Kelly	79	6/27/41	b5/3/41

Coming 1941-42

Belle Starr (Tech.) (D)	Gene Tierney-Randolph Scott	a5/24/41
Charley's Aunt	Jack Benny-Kay Francis	a6/7/41
Charlie Chan in Rio (My).	Sidney Toler-Mary Beth Hughes	In Prod.
Dressed to Kill	Lloyd Nolan-Mary Beth Hughes	a6/7/41
How Green Was My Valley	Maureen O'Hara-Walter Pidgeon	In Prod.
Man at Large	Marjorie Weaver-Richard Derr	In Prod.
Last of the Duanes (D)	Geo. Montgomery-Lynn Roberts	a5/31/41
Marry the Boss' Daughter	Brenda Joyce-Bruce Edwards	In Prod.
Private Nurse	Brenda Joyce-Jane Darwell	In Prod.
Riders of the Purple Sage	George Montgomery-Mary Howard	In Prod.
Sun Valley Serenade	Sonja Henie-John Payne-M. Berle	In Prod.
We Go Fast	Lynn Bari-Alan Curtis	In Prod.
Wild Geese Calling	Henry Fonda-Joan Bennett	In Prod.
Yank in the R.A.F. (War)	Tyrone Power-Betty Grable	a5/31/41

UNITED ARTISTS

Current

Blackout (D)F	Conrad Veidt-Valerie Hobson		81	11/29/40	b10/19/40
Broadway Limited (C-D)F	Victor McLaglen-Dennis O'Keefe		73	6/13/41	b6/14/41
Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot		88	8/9/40	b8/3/40
Cheers for Miss Bishop (D)F	Martha Scott-William Gargan		100	2/21/41	b1/18/41
Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall		120	8/16/40	b8/17/40
Great Dictator, The (C)F	Charles Chaplin-P. Goddard		126	3/1/41	b10/19/40
Kit Carson (D)F	Jon Hall-Dana Andrews		96	8/30/40	b8/31/40
Long Voyage Home (D)A	John Wayne-Thos. Mitchell		103	11/22/40	b10/12/40
Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam		96	9/13/40	b7/27/40
Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard		95	4/11/41	b4/5/41
Road Show (C)F	Adolpe Menjou-Carole Landis		82	1/24/41	b1/11/41
So Ends Our Night (D)A	Fredric March-Margaret Sullavan		121	2/14/41	b1/25/41
Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward		104	1/10/41	b12/7/40
That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier		126	4/30/41	b3/22/41
That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith		84	4/20/41	b3/15/41
Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)		109	12/25/40	b10/19/40
Topper Returns (C)F	Joan Blondell-Carole Landis		89	3/21/41	b3/15/41
Westerner (D)F	Gary Cooper-Walter Brennan		99	9/20/40	b9/21/40

Coming

Illusions (D)	Merle Oberon-Alan Marshall	a6/14/41
International Lady	Ilona Massey-George Brent	In Prod.
Major Barbara (CD)A	Wendy Hiller-Robert Morley	b5/3/41
New Wine (MD)	Ilona Massey-Binnie Barnes	a3/8/41
Niagara Falls	Marjorie Woodworth-Tom Brown	In Prod.

UNIVERSAL

Current 1939-40

4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5011	Flame of New Orleans (CD)F	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5000	In the Navy (CM)F	Abbott & Costello-Dick Powell	86	5/30/41	b5/31/41
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5055	Men of the Timberland (A)F	Richard Arlen-Andy Devine	61	6/6/41	b5/31/41
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell	83	4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)F	Richard Arlen-Andy Devine	61	4/18/41	b5/3/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
	Tight Shoes (C)F	Brod Crawford-Ann Gwynne	67	6/13/41	b6/14/41
5034	Too Many Blondes (CM)A	Rudy Vallee-Helen Parrish	60	5/23/41	a5/24/41
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

			Mins.	Rel. Date	See Issue of
	Bachelor Daddy (C)	Baby Sandy-Kathryn Adams (Former title "Sandy Steps Out")		7/4/41	a4/5/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		8/1/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Hello Sucker (C)	Hugh Herbert-Peggy Moran	60	7/11/41	a5/17/41
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	Law of the Range (W)	Johnny Mack Brown		6/20/41	a6/7/41
	Oh Charlie (MyC)	Abbott & Costello—Evelyn Ankers		8/8/41	a2/22/41
5056	Raiders of the Desert	Richard Arlen-Andy Devine		6/18/41	In Prod.
	Rawhide Rangers (W)	Johnny Mack Brown-Fuzzy Knight		7/18/41	a5/24/41
	San Antonio Rose	Robert Paige-Jane Frazee		6/20/41	a6/7/41
	This Girl Is Mine (PD) (Former title "I, James Lewis")	Franchot Tone-Walter Brennan		7/25/41	a6/7/41

Coming 1941-42

Almost an Angel	Deanna Durbin-Charles Laughton	In Prod.
Beyond the Law (D)	Wm. Gargan-June Clyde-John Litel	a5/17/41
Flying Cadets (D)	Wm. Gargan-Ed. Lowe-Peggy Moran	a5/31/41
Halfway to Shanghai	Charles Bickford-Evelyn Ankers	a4/26/41
Jail House Blues (C)	Anne Gwynne-Nat Pendleton	a5/31/41
Man From Montana (W) (Former title "Big House Blues")	Johnny Mack Brown-Fuzzy Knight	In Prod.
Masked Rider (W)	Johnny Mack Brown-Fuzzy-Knight	In Prod.
Mob Town	Dead End Kids-Dick Foran	In Prod.
Moonlight in Hawaii (CM)	Johnny Downs-Jane Frazee	a5/17/41
Radio Revels of 1942	Frances Langford-Ken Murray	In Prod.
Sing Another Chorus (M)	Johnny Downs-Jane Frazee	a4/26/41
Unfinished Business (D)	Irene Dunne-Robt. Montgomery	a3/8/41

WARNER BROS.

Current 1939-40

412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40

Current 1940-41

566	Affectionately Yours (SC)F	Merle Oberon-Dennis Morgan	88	5/10/41	b5/10/41
570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
504	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
500	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
	Million Dollar Baby (CD)F	Priscilla Lane-Ronald Reagan	102	5/31/41	b5/24/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
523	Nurse's Secret (My)F	Lee Patrick-Regis Toomey	65	5/24/41	b5/10/41
	Out of the Fog (D)A	Ida Lupino-John Garfield	85	6/14/41	b6/14/41
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My)F	Maris Wrixon-Wm. Lundigan	63	3/1/41	b5/17/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
	Shining Victory (D)A	G. Fitzgerald-Jas. Stephenson	83	6/7/41	b5/24/41
522	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
563	Singapore Woman (D)A	Brenda Marshall-David Bruce	64	5/17/41	b5/10/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
567	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	b4/26/41

Coming

Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris	a4/12/41
Bride Came C.O.D. (C-D)	Bette Davis-James Cagney	a2/15/41
Bullets For O'Hara (D)	Joan Perry-Roger Pryor	a5/24/41
Dive Bomber (Tech.) (D)	Errol Flynn-Fred MacMurray	a5/24/41
Flight Patrol (D)	James Stephenson-Ronald Reagan	a4/12/41
Highway West (D)	Brenda Marshall-Olympe Bradna	a3/1/41
Hot Nocturne	Priscilla Lane-Richard Whorf	In Prod.
Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt	a1/25/41
Law of the Tropics	Constance Bennett-Jeffrey Lynn	In Prod.
Maltese Falcon	Mary Astor	In Prod.
Manpower (D)	Marlene Dietrich-George Raft	a4/19/41
Navy Blues (C)	A Sheridan-J. Oakie-M. Raye	a5/3/41
Nine Lives Are Not Enough	Ronald Reagan	In Prod.
Passage From Hongkong (My)	F. Keith Douglas-Lucile Fairbanks	b6/7/41
Sergeant York	Gary Cooper-Joan Leslie	a3/29/41
Smiling Ghost	Wayne Morris-Brenda Marshall	In Prod.
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy	a3/1/41
Underground (D)	Jeffrey Lynn-Karen Verne	b6/14/41

MISCELLANEOUS

Adolescence (D)A	Leon Janney-Eleanor Hunt		80	Select	b12/21/40
Face at the Window (My)A	Tod Slaughter-Marjorie Taylor		65	Ziehm	b10/19/40
King of the White Elephants (PD)F	Siamese cast		66	Pridi	b4/5/41
Let George Do It (C)F	Geo. Formby-Phyllis Calvert		72	Film All	b10/26/40
Lilac Domino (Mu)F	Michael Bartlett-June Knight		95	Select	b12/14/40
Merry Wives (Czech) (H-D)A	Czech cast		80	Lloyd	b2/1/41
No Greater Sin (D)	Leon Ames-Luana Walters			University	a5/17/41
Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr		70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2436	French Fried Patootie		18	Not Rev.
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle	Fair	17	5/24/41
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife	Fairly Amusing	16	1/25/41
2435	Yankee Doodle Andy		16	Not Rev.
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights	Poor	10	5/24/41
2975	Feathers	Very Good	9	3/ 1/41
2979	Fighter Pilot		11	Not Rev.
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/ 1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2509	Tom Thumb's Brother		7	Not Rev.
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2756	Kitty Gets the Bird		7	Not Rev.
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)	Very Good	11	5/31/41

COLUMBIA 1940-41 (Cont.)

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41
2857	No. 7 (Ken Murray)		10	Not Rev.
2858	No. 8 (Jerry Colonna)		10	Not Rev.

STOOGE COMEDIES (8)

2407	All the World's a Stooge	Typical	16	5/24/41
2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2808	Aquaplay		9	Not Rev.
2807	Diving Thrills	Very Good	9	5/31/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chuckleseme	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

MGM 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PETE SMITH SPECIALTIES (13)			
S-110 Cat College	Excellent	10	7/27/40
S-107 Domineering Male	Excellent	10	3/30/40
S-113 Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101 Let's Talk Turkey	Swell	10	11/25/39
S-104 Maintain the Right	Very Good.	10	1/20/40
S-112 Please Answer	Very Good.	9	9/ 7/40
S-103 Romance of the Potato	Good	9	12/23/39
S-102 Ski Birds	Excellent	8	11/25/39
S-111 Social Sea Lions	Novel	9	7/27/40
S-108 Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106 Stuffie	Swell	11	3/ 9/40
S-105 What's Your I.Q.?	Good	7½	3/ 9/40
S-109 What's Your I.Q.? No. 2	Good	9	7/ 6/40
ROBERT BENCHLEY (4)			
F-141 Day of Rest	Funny	10	10/28/39
F-144 Home Movies	A Howl	9	3/ 9/40
F-142 See Your Doctor	Very Funny	8	12/23/39
F-143 That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECTS			
X-151 Flag Speaks	A Must	19	5/ 4/40
X-80 Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-59 Calling on Colombia	Standard	8	4/27/40
T-51 Day on Treasure Island	Colorful	10	9/ 9/39
T-55 Land of Alaska Nellie	Good	10	1/27/40
T-61 Modern New Orleans	Interesting	9	6/ 1/40
T-52 Natural Wonders of Washington State	Okay	10	10/28/39
T-57 Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56 Old Natchez	Good	9	2/ 3/40
T-53 Quaint St. Augustine	Charming	9	11/25/39
T-58 Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60 Sitka and Juneau	Interesting	9	4/27/40
T-62 Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54 Valiant Venezuela	Standard	9	12/23/39

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CARTOONS (18) (Tech.)			
W-243 Abu! the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-246 Goose Goes South		8	Not Rev.
W-248 Dance of the Weed		8	Not Rev.
W-247 Little Mole	Very Good.	8	5/17/41
W-241 Lonesome Stranger	Excellent	9	12/ 7/40
W-242 Mrs. Ladybug	Excellent	8	1/ 4/41
W-244 Prospecting Bear	Funny	9	4/ 5/41
W-247 Rookie Bear	Funny	8	6/14/41
CRIME DOESN'T PAY (6)			
P-205 Coffins on Wheels	Excellent	20	6/14/41
P-201 Eyes of the Navy	Excellent	22	10/19/40
P-204 Forbidden Passage	Tops	21	3/ 1/41
P-203 Respect the Law	Very Good.	20	2/ 1/41
P-202 You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
M-235 Battle, The		10	Not Rev.
M-232 Great Meddler	Very Good.	10	1/ 4/41
M-233 Happiest Man on Earth	Unusual	10	2/ 1/41
M-236 Man Who Changed the World		10	Not Rev.
M-234 More About Nostradamus	Timely	11	2/22/41
M-231 Rodeo Dough	Very Good.	10	12/ 7/40
OUR GANG (9)			
C-296 Baby Blues	Very Good.	10	4/ 5/41
C-295 Fightin' Fools	Good Fun.	10	2/ 1/41
C-293 Goin' Fishin'	Standard	10	11/ 9/40
C-291 Good Bad Boys	Good	11	9/ 7/40
C-294 Kiddie Cure	Good Gang.	11	12/ 7/40
C-298 1-2-3 Go	Amusing	10	5/17/41
C-299 Robot Wrecks		10	Not Rev.
C-292 Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297 Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)			
K-281 American Spoken Here	Excellent	10	12/ 7/40
K-283 More Trifles of Importance	Excellent	11	4/ 5/41
K-284 Out of Darkness	Significant	10	5/10/41
K-286 This Is the Bowery		10	Not Rev.
K-282 Whispers	Excellent	10	2/22/41
K-285 Willie and the Mouse	Instructive	10	6/14/41
K-287 Your Last Act		10	Not Rev.
PETE SMITH SPECIALTIES (14)			
S-267 Aeronutics	Satisfactory	10	5/17/41
S-269 Cuban Rhythm		10	Not Rev.
S-268 Lions on the Loose	Good	10	6/14/41
S-266 Memory Tricks	Amusing	9	4/ 5/41
S-264 Penny to the Rescue	Excellent	10	2/ 1/41
S-261 Quicker'n a Wink	Excellent	10	11/ 9/40
S-265 Quiz Biz	Entertaining	10	2/22/41
S-263 Sea For Yourself	Holds Interest.	10	1/ 4/41
S-270 Water Bugs		10	Not Rev.
S-262 Wedding Bills	Very Good.	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-218 Alluring Alaska	Usual	10	4/ 5/41
T-214 Beautiful Bali	As Usual	10	12/ 7/40
T-211 Capital City	Fair	9	9/ 7/40
T-212 Cavalcade of San Francisco	Too Late	9	9/28/40
T-219 Glimpses of Kentucky	Good	10	5/10/41
T-221 Glimpses of Washington State		10	Not Rev.
T-222 Haiti, Land of Dark Majesty		10	Not Rev.
T-216 Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213 Old New Mexico	Fair	10	11/ 9/40
T-215 Old New Orleans	As Usual	10	1/ 4/41
T-217 Red Men on Parade	Fair	10	3/ 1/41
T-220 Yosemite the Magnificent	Colorful	10	6/14/41

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
C9-3 Ants in the Plants	Good	7	3/23/40
C9-1 Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4 Kick in Time	Good	7	2/24/40
C9-2 Little Lambkin	Cute	7	8/17/40
C9-5 Snubbed by a Snob	Cute	7	5/18/40
C9-6 You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
K9-6 Argentina		10	Not Rev.
K9-3 Chile	Fair Travelogue	10	12/16/39
K9-4 Cuba		10	Not Rev.
K9-1 Ecuador	Fair	10	9/16/39
K9-5 Isle of Columbus		10	Not Rev.
K9-7 Pacific Paradise	Interesting	10	7/13/40
K9-2 Peru	Average	10	10/21/39
HEADLINERS (10)			
A9-1 Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9 Blue Barron & Orch.	Good	10	6/ 8/40
A9-5 Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8 Have You Met Yvette?	Good	10	5/ 4/40
A9-4 Here's Hal	Average	10	12/16/39
A9-6 Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3 Moments of Charm of 1940	Very Good.	11	11/ 4/39
A9-7 George Olsen and His Music	Peppy	10	3/23/40
A9-2 Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10 Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
V9-3 Bits of Life	Misses Fire.	11	12/16/39
V9-2 Busy Little Bears	Splendid	10	11/11/39
V9-9 Dangerous Dollars	Informative	11	7/13/40
V9-7 Not So Dumb	Excellent	10	3/23/40
V9-6 Pictorial	Interesting	10	2/24/40
V9-10 Pictorial No. 2	Satisfactory	10	8/24/40
V9-1 Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5 Sugar Wind	Good	10	2/ 3/40
V9-8 Television Preview	Interesting	10	5/18/40
V9-4 Touchdown Review	Good Resume.	10	1/27/40
POPEYE (12)			
E9-10 Doing Impossikible Stunts	Good	7	8/17/40
E9-3 Females Is Fickle	Good	7	3/23/40
E9-9 Fightin' Pals		7	Not Rev.
E9-5 Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1 Never Sock a Baby	Good	6	11/18/39
E9-8 Nurse Mates	Fair	7	7/13/40
E9-6 Onion Pacific	Satisfactory	7	6/ 8/40
E9-12 Puttin' On the Act	Poor	7	8/24/40
E9-2 Shakespearian Spinach	Funny	7	2/ 3/40
E9-4 Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11 Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7 Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
J9-1 No. 1	Very Good.	10	9/23/39
J9-2 No. 2	Very Interesting	10	11/25/39
J9-3 No. 3	Interesting	10	1/27/40
J9-4 No. 4	Exceptional	10	2/24/40
J9-5 No. 5	Very Good.	10	5/ 4/40
J9-6 No. 6	Good	11	7/13/40
SPORTLIGHTS (13)			
R9-5 Aqua-Rhythm	Good	10	11/18/39
R9-10 Blue Streak	Excellent	10	5/ 4/40
R9-7 Bowling Skill	Very Good.	10	2/ 3/40
R9-3 Catching Whoppers	Thrilling	10	9/23/39
R9-12 Cradle of Champions	Excellent	10	6/15/40
R9-4 Dog Is Born	Excellent	10	11/ 4/39
R9-2 Desert Adventure	Excellent	10	9/23/39
R9-8 Human Fish	Excellent	10	2/24/40
R9-1 Hydro-Maniacs	Exciting	10	8/26/39
R9-6 Judo Experts	Excellent	10	1/20/40
R9-11 Playmates of the Wild	Unique	10	5/18/40
R9-13 Sink or Swim	Very Good.	10	7/13/40
R9-9 Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
B9-5 Foul Ball Player	Fair	7	6/ 8/40
B9-9 Fulla Bluff Man	Fair	7	8/24/40
B9-3 Granite Hotel	Good	7	5/18/40
B9-11 Pedagological Institution		7	Not Rev.
B9-10 Springtime in the Rockage		7	Not Rev.
B9-6 Ugly Dino	Cute	7	7/13/40
B9-2 Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4 Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8 Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1 Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12 Way Back When Women Had Their Weigh		7	Not Rev.
B9-7 Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
D9-1 Blue Danube Waltz	Glorious Music.	10	10/21/39
D9-2 Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3 William Tell	Serious Music.	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
L9-1 No. 1	Good	11	10/14/39
L9-2 No. 2	Fair	11	12/16/39
L9-3 No. 3	Good	11	2/ 3/40
L9-4 No. 4	Interesting	10	5/ 4/40
L9-5 No. 5	Good	10	5/18/40
L9-6 No. 6	Interesting	10	8/16/40

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	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
H0-4 Bring Himself Back Alive	Good	7	12/21/40
H0-1 Dandy Lion	Poor	7	10/ 5/40
H0-3 Mommy Loves Poppy	Average	7	11/23/40
H0-2 Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7 Speaking of Animals	Excellent	9	3/15/41
H0-8 Triple Trouble	Just Fair	7	5/10/41
H0-6 Twinkletoes Gets the Bird		7	Not Rev.
H0-10 Twinkletoes, Where He Goes Nobody Knows		7	Not Rev.
H0-5 Wild Oysters	Unusual	7	2/15/41
H0-9 Zero, the Hound	So-So	7	5/31/41
FASCINATING JOURNEYS (6) (Tech.)			
M0-4 Delhi	Good	11	4/ 5/41
M0-5 Indian Durbar	Gorgeous	10	5/10/41
M0-1 River Thames—Yesterday	Beautiful	10	11/23/40
M0-2 Sacred Ganges	Dull	10	1/25/41
M0-3 Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
G0-3 All's Well	Silly	7	1/18/41
G0-2 Constable	Satisfactory	7	11/23/40
G0-6 Fire Cheese		7	Not Rev.
G0-1 King For a Day	Fair	7	10/26/40
G0-5 Swing Cleaning	Fair	7	4/19/41
G0-4 Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
A0-5 Bob Chester & Orch.	Average	10	4/ 5/41
A0-4 Gene Krupa & Orch.	For Jitterbugs.	10	2/22/41
A0-2 Listen to Larry	Satisfactory	10	1/ 2/40
A0-3 Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1 Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
A0-6 Those We Love	Different	11	5/31/41
MADCAP MODELS (6) (Tech.)			
U0-2 Dipsy Gipsy	Very Good	9	4/19/41
U0-3 Hoola Boola		9	Not Rev.
U0-1 Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
V0-3 Breezy Little Bears	Excellent	10	1/18/41
V0-1 Nature's Nursery	Excellent	10	11/ 2/40
V0-4 Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2 Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
E0-4 Eugene, the Jeep	Funny	7	12/ 7/40
E0-8 Flies Ain't Human	Fair	7	4/19/41
E0-2 My Pop, My Pop	Amusing	7	11/ 2/40
E0-10 Olive's Boithday Presink	Snappy	7	5/31/41
E0-7 Olive's Sweepstake Ticket		7	Not Rev.
E0-9 Popeye Meets Rip Van Winkle	Fair	7	5/10/41
E0-1 Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5 Problem Pappy	Fair	7	1/25/41
E0-6 Quiet Pleeze	Very Good.	7	3/22/41
E0-3 With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
J0-1 No. 1	Good	10	10/ 5/40
J0-2 No. 2	Interesting	10	11/23/40
J0-3 No. 3	Interesting	10	12/21/40
J0-4 No. 4	Usual	10	3/22/41
J0-5 No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)			
S0-3 Crime Control	Excellent	11	4/19/41
S0-4 Forgotten Man	Typical	10	5/31/41
S0-1 Trouble With Husbands	Great Fun.	11	11/16/40
S0-2 Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
FF0-1 Raggedy Ann	Very Good.	19	12/21/40
SPORTLIGHTS (13)			
R0-6 Acrobatic Aces	Excellent	10	1/25/41
R0-8 Canine Sketches	Fine	10	3/22/41
R0-1 Diving Demons	Beautiful	10	10/ 5/40
R0-5 Feminine Fitness	Very Good.	10	12/21/40
R0-7 Fishing Fever	Appealing	10	3/22/41
R0-4 Marine Round-up	Excellent	10	12/ 7/40
R0-3 Motorcycle Stunting	Thrills Aplenty.	10	11/23/40
R0-10 On the Spot	Funny	10	5/10/41
R0-11 Lasso Wizards		10	Not Rev.
R0-2 Sporting Everglades	Very Good.	10	10/26/40
R0-9 Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)			
L0-1 No. 1	Good	10	10/ 5/40
L0-2 No. 2	Interesting	10	12/ 7/40
L0-3 No. 3	Good	10	2/15/41
L0-4 No. 4	Good	11	3/29/41
L0-5 No. 5	A Wow	11	5/31/41

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DISNEY CARTOONS (18) (Tech.)			
4105 Bill Poster	Very Good.	8	5/25/40
4107 Bone Trouble		8	Not Rev.
4103 Donald's Dog Laundry	Very Funny.	8	5/25/40
4109 Donald's Vacation	A Scream.	8	8/10/40
4114 Fire Chief	Good	8	12/14/40
4113 Goofy's Glider	Excellent	8	12/14/40
4118 Little Whirlwind	Good	8	4/ 5/41
4106 Mr. Duck Steps Out	Swell	8	5/25/40
4112 Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101 Officer Duck	A Scream.	8	9/16/39
4115 Pantry Pirate	Very Good.	8	2/ 1/41
4110 Pluto's Dream House	Excellent	8	9/14/40
4117 Pluto's Playmate	Excellent	8	3/ 1/41
4108 Put-Put Troubles		7	Not Rev.
4102 Riveters	A Howl	7	5/25/40
4116 Timber	A Howl.	8	3/ 1/41
4104 Tugboat Mickey	Excellent	8	5/25/40
4111 Window Cleaners	A Scream.	8	10/19/40
EDGAR KENNEDY (6)			
3401 Act Your Age	Extremely Funny	18	10/ 7/39
3402 Kennedy the Great		19	Not Rev.
3404 Mutiny in the County		17	Not Rev.
3403 Slightly at Sea		16	Not Rev.
3405 'Taint Legal		16	Not Rev.

RKO-RADIO 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
INFORMATION PLEASE (13)				
4201	No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202	No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203	No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204	No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205	No. 5 (Chris. Morley)	Good	11	2/10/40
4206	No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207	No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208	No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209	No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210	No. 10 (Deems Taylor)	Good	11	6/15/40
4211	No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212	No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213	No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)				
3704	Bested by a Beard		20	Not Rev.
3703	Scrappily Married		20	Not Rev.
3702	Truth Aches		19	Not Rev.
3701	Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)				
3108	Canada at War	Interesting	18	3/ 9/40
3109	America's Youth—1940	Satisfactory	19	4/13/40
3110	Philippines	Interesting	19	5/11/40
3111	U. S. Navy	Good	19	6/ 8/40
3112	Spoils of Conquest	Good	17	8/10/40
3113	Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)				
3201	Blamed For a Blonde	Very Funny	19	10/ 7/39
3203	Chicken Feed		18	Not Rev.
3202	Coat Tales		18	Not Rev.
3205	Goodness a Ghost		16	Not Rev.
3204	Twincuplets		20	Not Rev.
RAY WHITLEY (8)				
3502	Bandits and Ballads		17	Not Rev.
3504	Coralling a School Marm	Good	20	8/10/40
3501	Cupid Rides the Range	Very Good	18	9/16/39
3503	Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)				
4602	Acres of Plenty	Very Good	9	11/ 4/39
4609	Air Army	Timely	9	4/27/40
4603	American Royal	Excellent	9	11/18/39
4613	Hats		9	Not Rev.
4605	Men of Muscle	Good	9	2/10/40
4607	Navajoland	Very Good	10	2/10/40
4601	Nevada Unlimited	Interesting	9	9/30/39
4608	Siege	Startling	10	2/10/40
4610	Stray Lamb	Unusual	8	6/15/40
4611	Streamlined	Excellent	9	8/10/40
4606	Vacation Diary	Exhilarating	10	2/17/40
4612	Week End		9	Not Rev.
4604	West Wall	Informative	10	12/23/39
SPORTSCOPES (13)				
4306	Aquapoise	Swell	9	2/10/40
4312	Arrow Points	Good Archery	8	9/14/40
4309	Court Favorites	Interesting	10	4/27/40
4308	Flycasting	Interesting	9	4/ 6/40
4301	Gun Play	Fair	9	9/30/39
4302	Hunting Hounds	Very Good	9	11/ 4/39
4311	Hurdle Hoppers	Splendid	9	6/15/40
4303	Ice Cutters	Good	9	11/ 4/39
4307	Pennant Chasers	For Ball Fans	9	4/ 6/40
4310	Silent Wings	Interesting	10	6/15/40
4305	Sky Game	Excellent	9	12/23/39
4313	Trouble Shooter	For Golfers	9	9/14/40
4304	Winter Playground	Splendid	9	12/ 9/39

1940-41

		Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)				
14103	Baggage Buster	Hilarious	7	5/10/41
14105	Canine Caddy	Tops	7	6/ 7/41
14102	Gentleman's Gentleman	Tops	7	4/ 5/41
14101	Golden Eggs	Excellent	8	4/ 5/41
14104	Good Time for a Dime	Excellent	8	5/10/41
14106	Nifty Nineties	Amusing	8	6/ 7/41
EDGAR KENNEDY (6)				
13406	Apple In His Eye	Hokey	18	6/14/41
13403	Drafted in the Depot		19	Not Rev.
13405	It Happened All Night	Fair	19	4/12/41
13404	Mad About Moonshine	Fair	18	3/ 1/41
13401	Sunk by the Census	Funny	18	9/14/40
13402	Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
14209	No. 9 (Alice Marble)	Excellent	11	5/10/41
14210	No. 10 (Louis Bromfield)	Entertaining	10	6/ 7/41
14211	No. 11 (Jan Struther)		11	Not Rev.
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13706	Panic In the Parlor	Unfunny	20	Not Rev.
13705	Polo Phoney	Good	18	5/17/41
13702	Tattle Talevision	Funny	19	11/16/40
13704	When Wifie's Away	Fair	20	4/ 5/41
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9/21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	11/23/40
13105	Labor and Defense—1941	Excellent	19	12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2/15/41
13108	Australia at War	Timely	18	3/15/41
13109	Men of the FBI	Excellent	21	4/12/41
13110	Crisis in the Atlantic	Timely	18	5/10/41
13111	China Fights Back	Timely	18	6/ 7/41

RKO-RADIO 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
13503	Red Skins & Red Heads	Poor	18	5/10/41
PICTURE PEOPLE (13)				
14401/No. 1		Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11/16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1/41
14406	No. 6	Fair	10	3/ 1/41
14407	No. 7	Average	10	3/29/41
14408	No. 8	Fair	10	4/12/41
14409	No. 9	Fair	8	5/17/41
14410	No. 10	Fair	8	6/ 7/41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1/41
14503	How Goes Chile		10	Not Rev.
14502	What's Happening in Argentina	Very Timely	10	4/12/41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1/41
14310	Jockey's Day	Good	9	6/ 7/41
14302	Kentucky Royalty	Horse Lovers	9	10/19/40
14306	Mat Men	Good	9	3/ 1/41
14308	Publicity Sports	Excellent	9	4/ 5/41
14301	Quail Quest	Good	9	9/14/40
14311	Rolling Rhythm		10	Not Rev.
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40
14309	Sword Soldiers	Technical	9	5/10/41

REPUBLIC 1940-41

		Comment	Running Time	Reviewed Issue Of
MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-5	Hollywood Meets the Navy	Timely	10	5/ 3/41
28-4	Los Angeles Examiner Benefit	Fair	10	4/26/41
28-7	Meet Roy Rogers		10	Not Rev.
28-6	Stars at Play	Entertaining	10	6/14/41
28-3	Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30/40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14/39
101	Birthplace of Icebergs	Remarkable	11	8/19/39
107	Climbing the Spirit's Home	Interesting	10	3/30/40
102	Evergreen Empire	Interesting	10	9/23/39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6/ 1/40
104	Kangaroo Country	Interesting	10	12/ 9/39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16/39
302	Clocking the Jockeys	Interesting	11	10/14/39
304	Following the Hounds (Tech.)	Outstanding	10	2/24/40
305	Over the Seven Seas	Fine	10	3/30/40
303	Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)				
510	All's Well That Ends Well	Fair	7	4/ 6/40
559	Catnip Capers (Tech.)	Good	7	6/ 8/40
507	Dog in a Mansion	Good	7	2/24/40
508	Edgar Runs Again	Very Good	7	2/24/40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19/39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24/40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing (Tech.)	Good	7	4/ 6/40
504	One Mouse in a Million	Fair	7	12/ 9/39
553	Orphan Duck (Tech.)	Diverting	7	10/14/39
514	Professor Offkeyski	Good	7	6/ 1/40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14/39
513	Swiss Ski Yodelers	Clever	7	6/ 1/40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent (Tech.)	7	12/ 9/39
512	Wot's All the Shootin' Fer		7	Not Rev.

20TH CENTURY-FOX 1940-41

		Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1108	Arctic in Springtime		10	Not Rev.
1106	Caribbean Sentinel	Good	10	4/26/41
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1109	Letter From Cairo		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1107	Miracle of Hydro	Different	10	4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	11/30/40
1105	Spotlight on Indo-China		10	Not Rev.
RIPLEY'S BELIEVE IT OR NOT				
1601	Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1307	Fun on Rollers		10	Not Rev.
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306	Playing with Neptune	Very Good	9	4/19/41
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1510	Baby Seal		7	Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1511	Dog's Dream		7	Not Rev.
1508	Fishing Made Easy	Fair	7	4/26/41
1514	Good Old Irish Tunes		7	Not Rev.
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1513	Horse Fly Opera		7	Not Rev.
1558	Home Guard (Tech.)	Okay	7	4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1512	Magic Shell		7	Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1559	Uncle Joey (Tech.)		7	Not Rev.
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1560	What Happens at Night (Tech.)		7	Not Rev.
1509	When Knights Were Bold	Just a Cartoon	7	4/26/41
WORLD TODAY				
1704	Anzacs in Action		10	Not Rev.
1701	Battle of the Atlantic	Timely	10	4/19/41
1703	Empire in Exile		10	Not Rev.
1702	War in the Desert		10	Not Rev.

UNIVERSAL 1939-40

		Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7/15/39
4265	Andy Panda Goes Fishing	Fair	9	2/10/40
4266	Kittens' Mittens	Good	9	2/24/40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	100 Pygmies and Andy Panda	Good	7½	5/11/40
4263	Scrambled Eggs	Cute	8	12/30/39
4264	Sleeping Princess	Good Fun	7	12/ 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10/21/39
4353	68—Funny Birds—Here and There	Excellent	9	10/21/39
4354	69—Playground of the Antilles	Interesting	9	12/23/39
4355	70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356	71—Strange American Animals	Interesting	9	2/10/40
4357	72—Rhodesia	Good	9	4/ 6/40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4/20/40
4360	75—Death Valley	Fascinating	10	4/20/40
4361	76—Pretzels—Goat Farms	Good	9	5/11/40
4362	77—Parlor Buckaroos	Interesting	10	6/22/40
4363	78—Curacao	Timely	9	6/22/40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22/40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10/21/39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232	Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10/21/39
4373	No. 68	Interesting	9	10/21/39
4374	No. 69	Good	9	12/23/39
4375	No. 70	Average	9	12/23/39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4/ 6/40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4/20/40
4380	No. 75	Good	9	4/20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6/22/40
4383	No. 78	Average	9	6/22/40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

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		Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	10/12/40
5249	Dizzy Kitty	So-So	8	5/17/41
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5248	Scrub Me, Mama, With a Boogie Beat	Snappy	7	5/17/41
5250	Salt Water Daffy	Snappy	8	6/ 7/41
5244	Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)				
5353	Arizona	Interesting	10	10/12/40
5351	Coast Guard	Interesting	10	9/21/40
5358	Deserts of America	Very Good	10	3/22/41
5359	Humorous Tombstones	Amusing	10	4/12/41
5355	Hunting on Top of the World	Fascinating	9	12/28/40
5363	Meet Jimmy the Chump		10	Not Rev.
5354	Melting Pot of the Caribbean	Good	10	12/28/40
5360	Modern Way Down East	Good	10	6/ 7/41
5362	Mountain Summer		10	Not Rev.
5356	South of the Border	Interesting	10	2/15/41
5352	Sun Valley	Good	10	10/12/40
5357	Swankiest Isle in the World	Interesting	10	3/15/41
5361	Trail of Father Kino	Interesting	10	6/14/41
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5228	Jumpin' Jive	Good	17	6/ 7/41
5230	Music a la King		20	Not Rev.
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5229	Shadows in Swing	Average	18	5/17/41
5224	Tickled Pinky	Rustic Rhythm	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41
5380	No. 90	Interesting	9	5/17/41
5381	No. 91	Fair	9	5/24/41
5382	No. 92	So-So	9	6/ 7/41
5383	No. 93		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2/24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40

VITAPHONE 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/23/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch.	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)				
5316	Bears' Tale		7	Not Rev.
5312	Busy Bakers		7	Not Rev.
5322	Ceiling Hero		7	Not Rev.
5321	Circus Today	Clever	7	7/ 6/40
5315	Confederate Honey		7	Not Rev.
5314	Cross Country Detours	A Knockout	7	4/13/40
5309	Curious Puppy		7	Not Rev.
5310	Early Worm Gets the Bird		7	Not Rev.
5323	Egg Collector		7	Not Rev.
5313	Elmer's Candid Camera		7	Not Rev.
5306	Fagin's Freshmen	Amusing	7	11/25/39
5305	Fresh Fish	Swell	7	11/ 4/39
5319	Gander at Mother Goose	Good	7	5/18/40
5325	Ghost Wanted	Amusing	7	10/26/40
5304	Good Egg		7	Not Rev.
5317	Hardship of Miles Standish		7	Not Rev.
5303	Land of the Midnight Fun	Superb	7	9/23/39
5326	Little Blabbermouse	Amusing	7	8/ 3/40
5302	Little Lion Hunter		7	Not Rev.
5311	Mighty Hunters	Pleasing	7	2/17/40
5308	Screwball Football	Swell Cartoon	7	12/30/39
5301	Sioux Me	Clever	7	9/ 9/39
5307	Sniffles and Bookworm	Cute	7	2/24/40
5318	Sniffles Takes a Trip		7	Not Rev.
5320	Tom Thumb in Trouble	Cute	7	6/15/40
5324	Wild Hare		7	Not Rev.
SPECIAL RELEASE				
	Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)				
5706	All Girl Revue		7	Not Rev.
5704	No Parking	Fairly Funny	10	4/13/40
5703	Organ Novelty	Fair	9	11/11/39
5705	Radio and Relatives		10	Not Rev.
5702	Sword Fishing	Exciting	10	10/ 7/39
5701	Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)				
6202	Alice in Movieland	Superlative	20	11/30/40
6204	Dog in the Orchard	Meritorious	20	1/18/41
6208	Hunting the Hard Way	Excellent	20	5/24/41
6201	Just a Cute Kid		20	Not Rev.
6203	Mack Sennett Revival		20	Not Rev.
6206	Seeing Eye	Poignant	20	4/ 5/41
6207	Sockeroo	Funny	20	5/24/41
6205	Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)				
6102	Lady and the Lug		19	Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	8/31/40
6103	Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (6)				
6304	History Repeats Itself	Good	10	9/30/39
6301	Football Highlights	Rockne Build-up	10	8/31/40
6303	Mexican Jumping Beans	Very Good	10	11/30/40
6302	Shark Hunting	Exciting	10	8/ 3/40
6305	Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)				
6601	Calling Dr. Porky		7	Not Rev.
6612	Coy Decoy		7	Not Rev.
6607	Haunted Mouse	Very Good	7	3/15/41
6608	Joe Glow the Firefly		7	Not Rev.
6602	Pre-Historic Porky	Clever	7	11/ 2/40
6611	Porky's Ant	Good	7	5/24/41
6609	Porky's Bear Facts	Amusing	7	4/ 5/41
6604	Porky's Hired Hand	Good	7	12/28/40
6610	Porky's Preview	Amusing	7	4/26/41
6613	Porky's Prize Pony		7	Not Rev.
6606	Porky's Snooze Reel		7	Not Rev.
6603	Sour Puss	Satisfactory	7	11/30/40
6605	Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)				
6506	Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505	Henry Busse & Orch.	Good	10	11/30/40
6504	Skinny Ennis & Orch.	Good	10	12/28/40
6503	Jan Garber & Orch.		10	Not Rev.
6508	Marie Green & Her Merrie Men	Lively	10	5/ 3/41
6509	Hal Kemp & Orch.	Just a Band	10	5/24/41
6501	Matty Malneck	Snappy	10	8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)				
6706	Bed Time for Sniffles		7	Not Rev.
6713	Cat's Tale	Good	7	4/ 5/41
6712	Crackpot Quail		7	Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	12/28/40
6718	Farm Frolics	Excellent	7	5/24/41
6710	Fighting 69½	Good	7	1/18/41
6704	Good Night Elmer		7	Not Rev.
6715	Goofy Groceries	Novel	7	4/ 5/41
6720	Hiawatha's Rabbit Hunt		7	Not Rev.
6703	Holiday Highlights	Swell Satire	7	11/ 2/40
6719	Hollywood Steps Out		7	Not Rev.
6701	Malibu Beach Party	Grade A	7	8/31/40
6707	Of Fox and Hound		7	Not Rev.
6708	Shop, Look and Listen	Good	7	12/28/40
6711	Sniffles Bells the Cat	Fair	7	3/15/41
6702	Stage Fright	Satisfactory	7	10/26/40
6714	Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716	Toy Trouble	Good	7	5/ 3/41
6717	Trial of Mr. Wolf	Very Good	7	4/26/41
6705	Wacky Wildlife	Funny	7	12/ 7/40
6721	Wacky Worm		7	Not Rev.

VITAPHONE 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
TECHNICOLOR SPECIALS (6)				
6001	Flag of Humanity	Splendid	20	10/26/40
6005	Here Comes the Cavalry		20	Not Rev.
6002	March on Marines	Excellent	20	12/28/40
6003	Meet the Fleet	Excellent	20	1/18/41
6004	Wings of Steel	Excellent	20	5/ 3/41
SPECIAL SUBJECTS				
	Christmas Under Fire	Heart Appeal	10	1/18/41
	London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)				
6407	Big Bill Tilden	For Tennis Fan	10	5/ 3/41
6404	California Thoroughbreds	Interesting	10	12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	8/31/40
6405	Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401	Fly Fishing	For Anglers	10	10/26/40
6408	Sail Ho!		10	Not Rev.
6406	Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

	Aida (Guaranteed)	For Music Lovers	9	5/11/40
	Alive in the Deep (Prod.)	Exciting	22	5/24/41
	Heroic Greece (Norton)	Timely	10	3/ 1/40
	In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
	Man the Enigma (Prod.)	Informative	25	5/24/41
	Norway's Fate (Hoffberg)	Fair	10	5/18/40
	On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
	Our Constitution (Prod.)	Inspiring	19	5/ 3/41
	Our Declaration of Independence (Prod.)	Timely	19	5/ 3/41
	Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
	Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
Spider Returns	15 Chaps.	5/10/41
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
Jungle Girl	15 Chaps.	5/31/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

DEFENSE SUBJECTS

Title	Running Time	Distributed By
America Builds Ships	3	List "B"
America Preferred	3	List "B"
Army in Overalls	3	List "B"
Bits and Pieces	3	List "B"
Calling All Workers	2	List "A"
Power for Defense	10	List "A"
War Department Trailers		
1. Infantry	1	List "A"
2. Air Corps	1	List "A"
3. Flying Cadets	1	List "A"
4. Coast Artillery Corps	1	List "A"
5. Armored Force	1	List "A"
6. Flying Cadets	1	List "A"
7. Flying Cadets	1	List "A"
8. Field Artillery	1	List "A"
9. Foreign Service	1	List "A"
10. Signal Corps	1	List "A"
11. Medical Department	1	List "A"
12. Quartermaster Corps	1	List "A"
Where Do We Go?	2	List "B"

CITY	List "A"	List "B"
Albany	Columbia	Universal
Atlanta	Paramount	20thFox
Boston	Columbia	Universal
Buffalo	United Artists	Columbia
Charlotte	United Artists	Columbia
Chicago	Paramount	20th-Fox
Cincinnati	Universal	Warner Bros.
Cleveland	United Artists	Columbia
Dallas	RKO	MGM
Denver	20th-Fox	Paramount
Des Moines	Columbia	Universal
Detroit	MGM	RKO
Indianapolis	Universal	Republic
Kansas City	20th-Fox	Paramount
Los Angeles	20th-Fox	Paramount
Memphis	MGM	RKO
Milwaukee	20th-Fox	Paramount
Minneapolis	Universal	Warner Bros.
New Haven	Warner Bros.	United Artists
New Orleans	Paramount	20th-Fox
New York	MGM	RKO
Oklahoma City	RKO	MGM
Omaha	Columbia	Universal
Philadelphia	Warner Bros.	United Artists
Pittsburgh	Warner Bros.	Republic
Portland	Paramount	20th-Fox
St. Louis	Warner Bros.	United Artists
Salt Lake City	MGM	RKO
San Francisco	RKO	MGM
Seattle	RKO	MGM
Washington	Universal	Warner Bros.

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1501 Broadway

New York, N. Y.

JUN 24 1941

SHOWMEN'S TRADE REVIEW

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Presenting

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Including:

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Vol. 34 No. 22

June 21
1941

HOW TO BEAT THE SUMMER!



Leo's an old hand at competing with the hot weather and the distractions of vacation-time. As in previous years he's got a sure-fire policy: BIG ATTRACTIONS! And as in previous years it's the lucky M-G-M showmen who have the shows to beat the good old summer-time!



"And I'm treating the whole family to 'Life Begins for Andy Hardy.' Judy Garland's back with Mickey and the gang!"



After the game there's a big thrill ahead: Bob Taylor in the Technicolor "Billy The Kid."

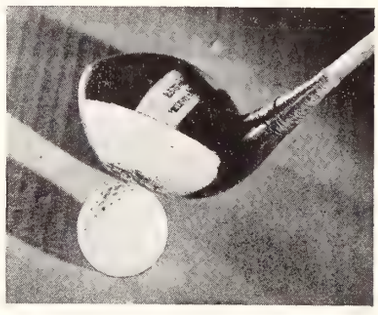


Tonight they'll want a gay show like Powell and Loy in "Love Crazy."



"Hey mister! Take me to see Clark Gable and Rosalind Russell tonight in 'They Met in Bombay'."

The perfect end of a happy day! An uproarious comedy with gals and song! Marx Bros. and Tony Martin in "The Big Store."





"After this we'll go to that new Wally Beery picture 'Barnacle Bill'."

"Remember! You promised to take me to 'Ringside Maisie.' We had such fun at the last Ann Sothern picture!"



FRIENDLY *in the Summer too!*

The Editorial Page

Salvaging The Pieces

HOLLYWOOD, CAL.—Don't let anyone tell you that last week's exhibitor convention here was a complete bust. It had its shortcomings—in fact it had more faults than virtues—but despite the anemic attendance at business sessions, the convention left behind it two very robust and one puny action for the industry to consider and, we hope, do something about.

One; The unanimous condemnation of double features from every possible angle.

Two; The emphatic protest against press showings for columnists, radio commentators and others not directly connected with the trade press.

The puny effort was that directed at the ASCAP situation.

* * *

Taking them one at a time: The double feature cancer is rapidly getting worse and doing more and more damage (there are some who believe the illness has reached the incurable stage) to the entire industry and was put on the griddle by fifty per cent of all important exhibitor and industry spokesmen. It was done to a turn, slammed around, kicked on the floor, gently raised for a brief moment here and there, but always thrown back into the gutter when the next combatant took over.

Double features can be eliminated successfully and quickly in only one way: By unanimous agreement to stop it as of a certain date allowing sufficient time to dispose of overbought product and readjustment of releases. This could be accomplished any time after the block-of-five selling gets under way because no theatre will then be overbought.

The slower and far more painful method would be the gradual cutting down of releases by all the major companies which in turn would result in a drop in availabilities.

In closing this phase of the discussion let us say that in our opinion doubles can never be ended through regional agreements because there will ever be the competition from outside the territory involved, the over-abundance of product which the distributors would be trying to force into theatres and last, but not least, the past performances of those ineffectual attempts which have consistently fallen by the wayside.

* * *

The press-showing evil finally came into the open where it got a doggone good and deserved working over. Here is a form of sabotage for which someone or some group ought to be taken out and shot at sunrise. However, before loading your gun to start hunting for the culprits, please remember: out here in Hollywood, air commentators and newspaper columnists are gods, kings and potentates, all rolled into one.

At first they are just human beings like you and me and your neighbors. Then the studio boys start making a fuss over 'em. They wine 'em, they dine 'em, and they entertain 'em until those poor misguided human beings actually begin to believe they are something high and mighty. Then, first thing you know, they are so sold on the idea themselves, that they actually (no kiddin') do you a favor when they talk with you.

And who is responsible for all this? Good ol' Hollywood with its inimitable methods and nary a thought nor a care as to what happens outside the mythical wall around this town. We can recall some years back, walking into the office of a studio executive to find him going into raves about three sticks of type in a syndicated column that hadn't a damned thing to do with selling tickets for one of the studio's pictures. That's Hollywood—the town to which Klondike Wilkerson would have you believe the industry should move its executive, sales and advertising offices.

The MPTOA resolution on this subject had better be sent to company heads and sales chiefs in New York. They'll be wasting their time sending it to anyone in Hollywood.

* * *

The least impressive effort of the three was that directed at the ASCAP racket.

First, they should have requested all companies owning music companies to divest themselves of such affiliations because companies owning such subsidiaries participate in the ASCAP mellon-cutting party every year.

Second, they should engage competent counsel and institute a test case.

It has long been our contention that the courts would not uphold ASCAP today as they did many years ago before sound entered this field. Several outstanding attorneys particularly well versed in this phase of the law, and with whom we have discussed this, have ventured the same opinion.

Obviously, resolutions won't do away with the seat tax. So, Mr. Exhibitor, how about your organization trying the other method?

* * *

All of the ugly verbal attacks to the contrary notwithstanding, the Los Angeles convention—should it prove to be the place where action was started to eliminate the three evils set forth above—would go down in history as the greatest convention the industry has ever held.

—"CHICK" LEWIS

DOCTOR SUDEKUM



Tony Sudekum, president of the Crescent Amusement Co., Nashville, Tenn., is shown here receiving the award of "Doctor of Business Administration" at the recent Commencement of Cumberland University, Lebanon, Tenn. Only four honorary degrees were conferred at the commencement.

Variety Club Tent for So. California

Hollywood Meet Launches Plans; To Request Charter

Los Angeles, Calif.—First steps in the formation of a Variety Club Tent here were made Monday night, when nineteen prominent industry figures met for dinner in the Masquers Club in Hollywood. The gathering was addressed by Duke Clark, Louis Ansell, Chick Lewis and Jean Hersholt.

The group later attended a showing at the projection room on the Goldwyn lot of the Variety Club reel made at the recent Atlantic City

(*Continued on Page* 10)

Barry Joins Mills Company

John F. Barry, Paramount Pictures home office executive for 16 years, has joined the Mills Novelty Company, automatic movie machine manufacturers, to head the motion picture division, it was announced Wednesday by Fred Mills, president of the company.

Important Dates

June 23-24: United Artists regional meeting, Waldorf-Astoria.
June 24: Boston Variety Club charity ball.
June 26-27: United Artists regional meeting, Roosevelt Hotel, New Orleans.
June 29-July 1: MPTO of North and South Carolina convention, Ocean Forest Hotel, Myrtle Beach, S. C.
June 29-30: United Artists regional meeting, Netherland-Plaza Hotel, Cincinnati.
June 30-July 1-2: United Artists regional meeting, Congress Hotel, Chicago.
July 7-8: United Artists regional meeting, St. Francis Hotel, San Francisco.
July 21: Pittsburgh Variety Club golf tournament, South Hills Country Club, Brentwood.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
July 16-18: 20th Century-Fox annual sales convention, Los Angeles.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 17: ITO of Montana Fall convention, Billings.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

DecreeHinders Duals–Balaban

New Selling System Will Mean Fewer Pics, He Says

Asserting that the new method of selling under the consent decree would slow down the regular flow of product and might force many double-feature theatres to change to single-feature policies, Barney Balaban, Paramount president, told stockholders at the company's annual stockholders' meeting this week that there is a better chance for ousting double bills under the new selling system than there was before.



Barney Balaban

Reporting to the stockholders, Balaban said that present earnings for the second quarter of this year would exceed the $1,478,000 for the second quarter of 1940. He surprised his listeners when he informed them that, despite a general decline in theatre attendance throughout the country, Paramount theatre operations for 1941 were to date somewhat better than for last year.

All members of the board of directors were elected at the meeting. Re-elected directors are Neil Agnew, Barney Balaban, Stephen Callaghan, Y. Frank Freeman, Harvey D. Gibson, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin Keough, Earl I. McClintock, Maurice Newton, E. V. Richards, Edwin L. Weisl and Adolph Zukor.

Canadian Exhibs Guests of Para. at Toronto Luncheon

Toronto—More than a hundred exhibitors from all adjacent parts of Canada were Paramount's guests at a luncheon here Monday at the Royal York Hotel which heralded the opening of the first general sales meeting ever held by Paramount in the Dominion. Prominent exhibitors present included J. J. Fitzgibbons, head of Famous Players-Canadian; Nicholas Ganetakos of the United Theatres, Montreal; Jules and Herb Allen, Toronto; Morris Milligan, Hamilton; Simon Moretsky, Windsor, and Jack Ward, Niagara Falls, Canada. Barney Balaban, Paramount's president, Neil Agnew, Austin Keough, Oscar Morgan and Robert Gillham were speakers.

Paramount Execs to Coast

Adolph Zukor, John Hicks, Russell Holman, Barney Balaban, Stanton Griffis, Neil Agnew and Paul Raiborn were scheduled to make an executive trek to the Coast this week to screen completed Paramount pictures and to confer with Y. Frank Freeman and B. G. DeSylva, studio heads, on current and new product in its relationship to the new selling season.

AGAINST SEX PICS

Hollywood—The practice of certain exhibitors showing non-approved and so-called "sex pictures" as part of a double bill with an "approved" picture, with the latter being one which attracts minors of a tender age, was condemned at the MPTOA convention held here last week.

MPTOA Meet No 'Bust' Says Prexy

Kuykendall Strikes Back at Coast Trade Paper Criticism

Hollywood—In a letter sent to Y. Frank Freeman, AMPP president, Ed Kuykendall, MPTOA president, this week struck back at local trade paper criticism of the MPTOA convention as a "complete bust." Admitting that "attendance at the business sessions were disappointing," Kuykendall pointed out, however, that this would prove true of any convention held in competition to "the scenic beauty, the race track and the studio."

More than 6,000 theatres, he declared in the letter, were represented at the convention by some 600 delegates, 450 of whom were members of the MPTOA, with 200 of the 450 also members of the PCCITO which held its convention simultaneously. He insisted that the convention was the best ever held from point of attendance and representative theatre gathering.

Dates Set for 5 UA Sales' Meets

Five district meetings, each of which will be attended by the United Artists sales personnel from various geographical centers in the United States and Canada, will be held starting Monday, June 23, and extending through Tuesday, July 8, according to Arthur W. Kelly, U. A. vice-president.

The first meeting will be held in New York at the Waldorf-Astoria on June 23-24, with UA exchanges in Boston, New York, Philadelphia, Washington, Buffalo and New Haven represented.

The second is scheduled for the Roosevelt Hotel in New Orleans on June 26-27. UA exchanges represented will include Atlanta, Dallas, Charlotte and New Orleans. On June 29-30 the Cincinnati, Indianapolis, Cleveland and Pittsburgh exchange heads will attend a meeting in Cincinnati.

The fourth meeting, which will run three days beginning June 30, will be held at the Congress Hotel in Chicago. Branches participating include Chicago, Denver, Detroit, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis, and Canadian exchange personnel from Calgary, Montreal, St. John, Toronto, Vancouver and Winnipeg.

The final district sales meeting will be held in San Francisco on Monday and Tuesday, July 7-8.

Power Saving Hits Georgia

331 Theatres Among Those Now Rationing Electricity

Atlanta, Ga. — Dictated by the grave power shortage and the failure of voluntary power reduction to solve the problem, power rationing struck all of Georgia's 331 theatres this week when industries, with certain specific exceptions, including radio, were placed on a weekly electricity allotment basis.

Theatres, as well as other establishments put on curtailed power use, must now save one-third of the electricity normally used. Ways of doing this, as suggested by theatre operators, include cutting elevator service by one-half if more than one lift is used; reducing air-conditioning to maintain a difference of not more than 5 degrees between outdoor and indoor temperatures; eliminating all signs, showcase, window and ornamental lighting; reducing interior lighting to safety levels and saving motor power in every way.

Many theatres have already closed, including the 2,800-seat Roxy in Atlanta and the 1,500-seat Imperial in Augusta.

"Sergeant York" Opens July 2 at Astor Theatre

"Sergeant York," special Warner Bros. production starring Gary Cooper, will open July 2 for a two-a-day run at the Astor Theatre on Broadway, it is announced this week by Gradwell L. Sears, general sales manager.

Hoss Heads Frisco Branch

Lon Hoss, Universal City salesman in Los Angeles for the past six years, has been promoted to San Francisco branch manager, it was announced today by W. A. Scully, general sales manager.

SHOWMEN'S Trade Review

Vol. 34, No. 22 June 21, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, Civic Theatre, Adelaide, South Australia. Subscription rates per year; $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City


Here comes "THE BRIDE"!
JAMES CAGNEY • BETTE DAVIS
"THE BRIDE CAME C.O.D."
STUART ERWIN • EUGENE PALLETTE • JACK CARSON
GEORGE TOBIAS • HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY

RKO PLANS 40-45 FOR NEW SEASON

Titles for 31 Films Revealed at Convention; Company to Get 12-15 from Indie Producers

From 40 to 45 features based on Broadway stage hits, best-selling novels, favorite radio programs and originals make up the new program of attractions to be released by RKO-Radio during 1941-42, it was announced this week by Ned Depinet, vice-president in charge of distribution, before the company's tenth annual sales convention at the Waldorf-Astoria.

At the same time the five pictures which are to comprise the company's first group under the new selling system were announced. Included in the quintet are William Dieterle's "The Devil and Daniel Webster," the Menjou-Watson starrer, "Father Takes a Wife," "Before the Fact," starring Cary Grant and Joan Fontaine, "Parachute Battalion" and "Lady Scarface."

Following are a majority of the attractions planned for the new season, twelve to fifteen of which will come from independent producers:

"Before the Fact," based on best seller by Frances Iles, co-starring Cary Grant and Joan Fontaine with Sir Cedric Hardwicke, Nigel Bruce and Dame May Whitty. Directed by Alfred Hitchcock.

"Sister Carrie," Theodore Dreiser's novel, adapted by Bella and Sam Spewack, produced by Graham Baker.

"Valley of the Sun," Clarence Budington Kelland's "Saturday Evening Post" serial novel, co-featuring Dorothy Comingore and James Craig. Graham Baker producing, George Marshall directing.

"Journey Into Fear," scripted by Ben Hecht from Eric Ambler's novel. Produced by David Hempstead; directed by Robert Stevenson.

"Unexpected Uncle," co-featuring Charles Coburn, James Craig, Anne Shirley. Based on Eric Hatch's "Liberty" magazine serial. Tay Garnett to produce.

"Bambi," Felix Salten story, to be produced by Walt Disney.

"The Devil and Daniel Webster," (tentative title), produced and directed by William Dieterle, with Edward Arnold, Walter Huston, James Craig, Anne Shirley, Simone Simon, Gene Lockhart and Jane Darwell. Screenplay by Dan Totheroh, based on Stephen Vincent Benet's "Saturday Evening Post" story.

"Joan of Paris," presenting Michele Morgan. Story by Jacques Thiery and George Kessels. Lewis Milestone to direct, David Hempstead to produce.

"Passage to Bordeaux," starring Lucille Ball, under direction of Robert Stevenson. Budd Schulberg is the author.

"Obliging Young Lady," by Arthur T. Horman, to be produced by Howard Benedict, directed by Richard Wallace, featuring Joan Carroll, Edmond O'Brien and Ruth Warrick.

"Gwangi," to be produced by John Speaks and Willis O'Brien.

"Lady Scarface," produced by Cliff Reid and directed by Frank Woodruff, with Judith Anderson, Dennis O'Keefe, Frances Neal, Mildred Coles and Eric Blore. Screenplay by Arnaud D'Usseau and Richard Collins.

"Parachute Battalion," by John Twist and Captain John H. Fite, U. S. Air Corps, with Robert Preston, Nancy Kelly, Edmond O'Brien and Harry Carey. Howard Benedict to produce.

"Father Takes a Wife," signalizing return to screen of Gloria Swanson, co-starred with Adolphe Menjou and Florence Rice, Helen Broderick, John Howard, Desi Arnaz. Original comedy by Dorothy and Herbert Fields. Produced by Lee Marcus and directed by Jack Hively.

"The Marines Are Ready," starring Victor McLaglen and Edmund Lowe, in an original by James Edward Grant. Howard Benedict to produce and Leslie Goodwins to direct.

"Mexican Spitfire's Baby," another in the Spitfire series co-starring Lupe Velez and Leon Errol, with ZaSu Pitts and Buddy Rogers. Charles Roberts and Jerry Cady are its co-authors, Cliff Reid its producer, Leslie Goodwins its director.

"Powder Town," from a novel by Max Brand, suggested by an idea by Vicki Baum, to be produced by Cliff Reid.

"Army Surgeon," from original by John Twist, to be produced by Cliff Reid.

"Mayor of 44th Street," to be produced by Cliff Ried, based on an original by Robert D. Andrews, suggested by magazine article by Luther Davis and John Cleveland.

"Street Girl," to be produced by John Twist, based on his screenplay.

"The Little Foxes," starring Bette Davis, based on the Broadway stage hit by Lillian Hellman, is the first of three Samuel Goldwyn productions for RKO release. William Wyler directs. Screenplay by its author. Supporting cast includes Herbert Marshall, Richard Carlson, Teresa Wright, Patricia Collinge, Charles Dingle, others.

Gary Cooper is the star of a second Samuel Goldwyn production to be directed by Howard Hawks from screenplay by Charles Brackett and Bill Wilder.

"The Singing and the Gold," third of Samuel Goldwyn productions, starring Gary Cooper, authored by Howard Koch and Anne Froelick. William Wyler to direct.

"Dumbo of the Circus," to be produced by Walt Disney.

"Fantasia," with Deems Taylor and Leopold Stokowski participating in a Walt Disney picture.

"Week End for Three," with Jane Wyatt, Edward Everett Horton, Dennis O'Keefe, Philip Reed, to be produced by Tay Garnett, directed by Irving Reis.

"Three Rogues," Ferenc Molnar stage comedy, will star Charles Laughton, Lucille Ball, Edmond O'Brien, George Sanders. To be produced by Graham Baker. Screenplay by Sam and Bella Spewack.

"Look Who's Laughing," with radio favorites Edgar Bergen, Charlie McCarthy, Fibber McGee and Molly, co-starred with Lucille Ball. Allan Dwan will produce and direct.

Kay Kyser, orchestra leader, will star for the third time in a musical for RKO. Cast will include Ginny Simms, Harry Babbitt, Sully Mason, Ish Kabibble, May Robson, Lupe Velez, Patsy Kelly and Dennis O'Keefe. David Butler to produce and direct.

"Lum 'n' Abner," hillbilly radio team, in a production by Jack Votion.

"The Gay Falcon," series of mystery detective dramas starring George Sanders with Wendy Barrie, are based on a novel by Michael Arlen. Irving Reis will direct and Howard Benedict produce.

"Scattergood Baines," based on the popular Clarence Buding Kelland stories, will star Guy Kibbee in three pictures, to be produced by Jerrold Brandt.

Six Tim Holt Westerns, first two of which are "The Outlaw Trail" and "Dude Cowboy," will be produced by Bert Gilroy. Tim Holt will star, with Ray Whitley, the singing cowboy, featured.

Orson Welles will follow "Citizen Kane" with another production, as yet untitled, in which he will star, as well as write, produce and direct.

Herbert Wilcox productions schedule two Anna Neagle starring vehicles.

"London House," told in sequences starring many Hollywood stars. Each group of stars appears in a sequence directed by one of Hollywood's aces, and the sequences become parts of the picture. The first sequence directed by Herbert Wilcox, offers Anna Neagle, Ray Milland, Ray Bolger, C. Aubrey Smith, Dame May Whitty, Gene Lockhart, Claude Rains, Lumsden Hare, Edmund Gwenn, Halliwell Hobbes, Patric Knowles, Ben Webster, Doris Lloyd, Helena Pickard, Claude Allister, Stuart Robertson, Lionel Belmore, Alan Edminston. Other sequences will be announced as completed.

"The Band Plays On" (tentative title), will be produced and directed by William Dieterle, with Charles Glett as associate producer.

190 SHORTS SCHEDULED

One hundred and ninety short films are planned for RKO's 1941-42 releasing schedule, it was announced this week at the company's sales convention in the Waldorf - Astoria. Twenty - nine two - reelers will comprise the season's output. The single-reelers are: 104 issues of RKO Pathe News, 18 Walt Disney Technicolor cartoons; 13 "Information Please" subjects; 13 "Sportscopes" and 13 "Picture People" subjects. The two-reelers include: 13 issues of The March of Time; six Edgar Kennedy comedies; six Leon Errol comedies, and four musical westerns starring Ray Whitley.

EXECUTIVES AT RKO CONVENTION



With his resignation as director of the Production Code Administration of the MPPDA effective this week, Joseph I. Breen was in New York to conclude his negotiations with President George J. Schaefer of RKO-Radio whereby Breen assumes his duties as head of the company's studios in Hollywood. He is shown here (left) with Schaefer and Ned Depinet, RKO vice-president in charge of distribution, at the RKO sales convention held in the Waldorf-Astoria.

"TIGHT SHOES" SMILES



Celebrities and bright lights marked the premiere on Broadway of Universal's "Tight Shoes." Above, Milton Berle, clowning as usual, offers an elusive hand in congratulation to Producer Jules Levey, as Damon Runyon, author of the story, looks on.

RKO 1st Block to be Shown Week July 7

Discussing the sale of RKO's first block of five pictures at Wednesday afternoon's session of the company's sales convention at the Waldorf-Astoria Hotel, Sales Manager Andy Smith announced that the first trade showing under the consent decree would be held in all exchanges during the week of July 7, and that the selling of the first block would take place immediately thereafter. Each of the first five was screened during the convention.

In a talk Wednesday afternoon, President George J. Schaefer issued a flat warning against any attempt to solve the business slump through the resort to pictures which "swerve from the path of decency and wholesomeness."

On Wednesday evening, all delegates were surprised when they received invitations to attend the Louis-Conn fight at the Polo Grounds. Special busses transported the whooping RKOites to the scene of combat. Pictures of the fight will be distributed by RKO.

Following a morning meeting Thursday in the Sert Room, the delegation was broken into divisional blocks for separate meetings conducted by Eastern Sales Manager Robert Mochrie, Western Sales Manager Cresson E. Smith and Canadian Sales Manager Leo Devaney.

Plan Shorts Series Based on Gallup Surveys and Studies

"Gallup Reviews" will be the title of a series of short subjects based on the surveys and studies of Dr. George Gallup of the American Institute of Public Opinion to be produced and shown to the American public. Sponsoring the shorts as its initial venture will be a new company, Film Institute, Inc., with Lawrence W. Fox as president.

Distribs Pledge Aid

Chicago—Representatives of seven distributors pledged cooperation in the territorial move to combat the business slump which has sent grosses down at a "war council" held here under auspices of Illinois Allied.

BEN COHEN SAFE

Ben Cohen, Metro theatre manager en route from New York to take a post in Durban, South Africa, who had been virtually given up for lost in the sinking of the Robin Moor, was among the 35 survivors to land at Capetown this week.

WB., Para., 20th Win Lorence Case

Biordi Bros. Case Is Continued Until July 1

Pittsburgh—Warner Bros., Paramount and 20th Century-Fox, defendants in the arbitration case of Herman Lorence, Erie, Pa., were favored in a decision awarded this week by A. V. Murray, arbitrator, who found that Warner Bros. and Paramount had not refused to license their pictures for exhibition in Lorence's 18th Street Theatre on some run in violation of the Section VI of the consent decree. He also found that 20th-Fox was justified in refusing to license its pictures in the theatre and had not violated Section VI.

The case filed by Biordi Bros., who own and operate the Majestic Theatre, Ellwood City, Pa., against RKO, 20th-Fox and Vitagraph, Inc., has been continued until July 1 by Horace F. Baker, arbitrator.

At Monroe, N. Y., the Gleason Amusement Co., operating the Colonial Theatre, has filed a demand for arbitration with the New York tribunal, claiming unreasonable clearance. Named in the complaint are 20th-Fox, Warner Bros., RKO and Paramount, as well as the Ritz and Broadway theatres, Newburgh, N. Y. That the 14-day clearance granted to the Ritz and Broadway, which are just 20 miles away, is unjust, is claimed by the complainant who asks that the Colonial be given clearance immediately following the run at the two houses.

Because the Avalon, Uptown and Calvert theatres in Washington would be affected in the clearance case filed by the Apex Theatre, Warner Bros. this week intervened.

At Cleveland, Louis Isreal asked for dismissal of his arbitration case involving the Ellet Theatre, Akron. In San Francisco, Donovan O. Peters, local attorney, was named arbitrator in the first case filed in northern California. Pauline and William Symfy, owners of the new Rita Theatre, near Vallejo, have charged that RKO, Warners and Paramount exchanges have refused to service them with films until the pictures have cleared the Strand, Marcel, Senator and Valmar. An intervention was filed by Fox West Coast.

The second arbitration demand in New Haven was filed by the Saybrook Theatre, Saybrook, Conn., which charges that the Essex Theatre, six miles away, has unreasonable clearance over it. Asking that all clearance between the theatres be eliminated, the complainant names RKO, Loew's and Warners in the case.

In Buffalo, Mieczlaw M. Konczakowski has withdrawn his demand for arbitration of the clearance case involving his Marlowe and Shea's Niagara, both neighborhood houses.

Great States, Gregory and Essaness Sign for Republic

Chicago — Two deals, one with Publix-Great States Theatres, operating 58 houses in Illinois and Indiana, and the other with the Essaness Circuit, operating 27 theatres in the Chicago territory, were closed by Republic this week for its 1941-42 product. At Indianapolis a contract was signed with the S. J. Gregory Circuit, operating 18 theatres in Indiana and Illinois.

NSS Holds 1st National Meet

Salesmen, Branch Managers Present for 4-Day Session

First national sales convention of National Screen Service, Advertising Accessories, Inc., and National Screen Accessories was held this week at the Waldorf-Astoria, with George Dembow, vice-president in charge of sales, presiding.

Managers and salesmen from all national branches were present, as were also important executives and department heads.

In addition to the business sessions, delegates were guests of RKO at a performance of "Citizen Kane" Monday evening at the Palace, attended a joint RKO-NSS luncheon in the Grand Ballroom of the Waldorf-Astoria on Tuesday, were present at a combined meeting of the RKO and NSS representatives on Tuesday afternoon and attended the March of Time cocktail party Tuesday evening at the Park Lane Hotel.

A get together dinner and party was held Wednesday evening at Billy Rose's Diamond Horseshoe. Following a discussion of advertising accessories and the introduction of new Neo Art Displays on Thursday afternoon, the convention adjourned.

Offers 5-Point Plan To Meet Crisis

Myers Says Confidence of Public Must Be Won Back

Atlantic City—Abram F. Myers, general counsel of Allied, suggested a five-point plan of weathering the crisis in the motion picture industry, in an address at last week's meeting of the New Jersey unit held at the Ritz-Carlton Hotel here.

The plan involves (1) greater regional and national exhibitor cooperation, (2) exertion of showmanship, (3) economy of operation, (4) cultivating of public goodwill and (5) industry unity.

If motion pictures are to survive, Myers said, the confidence of the public must be won back. He added that internal strife must be overcome and differences ironed out. He gave it as his opinion that adherence to the Five Points might be one way to bring order out of a chaotic condition. Other crises have had public support, the Allied general counsel pointed out, but from all appearances, that support is lacking in the present one.

Lefko Named RKO Branch Manager at Indianapolis

Promotion by Eastern Manager Bob Mochrie of salesman Morris Lefko of Pittsburgh to the vacancy of branch manager at Indianapolis, replacing Roy Churchill who resigned a few weeks ago, was announced by Ned Depinet at the RKO sales convention this week.

Quits Hospital



Will H. Hays, president of the MPPDA, is congratulated on leaving St. Mark's Hospital for his home in Sullivan, Ind., by Mark A. Brown, president of the Harris Trust & Savings Bank, and president of the Indiana Society of Chicago. Hays is due in New York soon.

Acquires Distribution Rights For 4 Edward Small Films

Reissue distribution rights in the United States for four Edward Small productions formerly released by United Artists have been acquired by Astor Pictures, President Robert M. Savini has announced. The productions are "Her Enlisted Man," (formerly "Red Salute"), with Barbara Stanwyck and Robert Young; "Palooka," with Lupe Velez, Stuart Erwin and Jimmie Durante; "I Cover the Waterfront," with Claudette Colbert, and "Let'Em Have It," with Bruce Cabot. "Her Enlisted Man" and "Palooka" are scheduled for late August release.

Phila. Paper Boosts Movies

Institutional Ads Win Favor of Theatremen

An institutional campaign being conducted by *The Evening Bulletin*, Philadelphia daily, has attracted widespread interest among theatremen in various cities of the country.

The Evening Bulletin's advertisements are gratuitous gestures to sell readers on theatre-going. Theme of the campaign is that movies offer people a vacation at home. Typical headlines of the two-column display advertisements so far run in the campaign are the following: "Ever Try a Movie Vacation?", "To People in Need of a Vacation — Go to the Movies," "Go Over the Hills and Far Away — Take a Movie Vacation."

The advertisements run 85 lines deep over two columns, and the selling copy has received especially favorable comment from seasoned theatremen. All of the advertising, which appears in sections other than the amusement page, calls attention to the theatres advertising in the *Bulletin's* theatre department.

Rites for Coughlin

Funeral services were held this week for Joseph F. Coughlin, 30, film critic and editorial staff member of Motion Picture Herald, who died last Friday at St. Luke's Hospital, New York City.



The Box Office Slant

Nevada City

Republic Western 58 mins.

(Prod. No. 57—Nat'l Release, June 20)

AUDIENCE SLANT: (Family) Up to the Rogers standard and certain to please the sagebrush fans.

BOX OFFICE SLANT: If past films in this series have scored well at your box office, this should do likewise.

Cast: Roy Rogers, George "Gabby" Hayes, Sally Payne, George Cleveland, Billy Lee, Joseph Crehan, Fred Kohler, Jr., Pierre Watkin, Jack Ingram. Credits: Associate Producer-Director, Joseph Kane. Original screenplay by James Webb. Director of photography, William Nobles. Musical direction, Cy Feuer. Film editor, Les Orlebeck.

Plot: To further his own interests, Watkin, unscrupulous financier, precipitates a "war" between Cleveland, stagecoach line owner, and Crehan, owner of a new railroad in the territory. Cleveland and Crehan blame each other for their troubles, but it takes Rogers to round up Watkin's chief henchman, Kohler, and promote amicable relations between the rival transportation owners.

Comment: At times during its projection this western seems to have more talk than action, but when it's all over a careful weighing of the two reveals that they're pretty well balanced. With the plot concerning the rivalry between a railroad and stagecoach line, one can expect a train holdup, sabotage and the final race to prevent the explosion of a trainload of dynamite. Roy Rogers continues to score in his unaffected, likable manner, while Fred Kohler, Jr., displays the villainous talent that made his late father famous. The other characterizations are satisfactory, if not too impressive. Four songs are rendered by the star. In this connection, a good tieup, in addition to your regular exploitation, would be with record shops on Rogers' Cowboy Square Dances album released by Decca.

Catchline: "A lone rider against a horde of outlaw killers."

The Get-Away

MGM Gangster Drama 89 mins.

(Prod. No. 138—Nat'l Release, June 13)

AUDIENCE SLANT: (Adult) The majority of moviegoers will find themselves completely absorbed by this well-produced gangster melodrama.

BOX OFFICE SLANT: Devoid of box office "names," it will have to be thoroughly exploited, and if given showmanly assistance, can stand alone on any booking.

Cast: Robert Sterling, Charles Winninger, Donna Reed, Henry O'Neill, Dan Dailey, Jr., Don Douglas, Ernest Whitman, Grant Withers, Chester Gan, Charles Wagenheim, Guy Kingsford, Matty Fain. Credits: Produced by J. Walter Ruben. Directed by Edward Buzzell. Screenplay by Wells Root and W. R. Burnett. Story by J. Walter Ruben and Wells Root. Director of photography, Sidney Wagner. Art direction, Cedric Gibbons. Associate, Wade B. Rubottom. Musical score, Daniele Amfitheatrof. Film editor, James E. Newcom.

Plot: To get information, Sterling, FBI agent, becomes a cellmate of Dailey, helps him break prison. In Chicago, he tries to get information concerning the hideout of Dailey and his gang, meets Dailey's sister, Donna Reed, with whom he falls in love, meanwhile keeping his identity a secret. Eventually, with a group of FBI men, he succeeds in killing Dailey as he tries to escape while leaving a dance hall.

Comment: In view of the countless numbers of gangster films which have preceded it, and in view of the fact that the film is a re-make of "Public Hero No. 1," which MGM released it in 1935 **(STR, May 18, 1935, p. 50)**, it took a high brand of courage to utilize this time-worn theme again. But the result has justified the effort, for "The Get-Away" is absorbing melodramatic entertainment, intelligently produced and well acted. It is the kind of picture that, under less expert production guidance would have emerged as cheap, trite gangster fare. Here, it has been given "the works" to make it a picture that will hold the attention of the majority of moviegoers from beginning to end. In the leading role, Robert Sterling contributes a performance befitting his appropriate surname—a performance that forecasts future star material if he is properly handled. Charles Winninger is delightful as the liquor-sodden doctor of the gang, and furnishes many humorous interludes. Fine characterizations, too, are essayed by Dan Dailey, Jr., and Donna Reed, an apparent newcomer who handles a difficult role with ease and restraint. Situations that might have become banal are saved by the deft direction of Edward Buzzell. While the lack of box office "names" may hinder the picture's success in some localities, it should do well if properly exploited. On its entertainment merits, it can stand alone. As part of your exploitation campaign, display FBI crime-detecting equipment in the lobby; arrange a preview for police and other law-enforcement officials; imprint the title in red on the front page of the newspaper; stage a local "hunt" for "the get-away," much in the form of a treasure hunt, with the newspaper sponsoring the event.

Catchline: "Follow the trail of 'The Get-Away' through 90 minutes of thrills."

Legion of Decency Ratings

(For Week Ending June 21)

SUITABLE FOR GENERAL PATRONAGE

The Gang's All Here
Hit the Road
Hurry, Charlie, Hurry
Nevada City
Mystery of Faith
Kansas Cyclone
Passage From Hongkong
San Antonio Rose

SUITABLE FOR ADULTS ONLY

The Big Store
Mail Train
The Parson of Panamint

The Saint's Vacation

RKO-Radio Mystery 65 mins.

(Prod. No. 131—Nat'l Release, May 31)

AUDIENCE SLANT: (Adult) Latest exploits of fictional detective form entertaining melodrama.

BOX OFFICE SLANT: Not quite strong enough to stand on its own, this should do well opposite a "light" feature or a western.

Cast: Hugh Sinclair, Sally Gray, Arthur Macrae, Leueen McGrath, Gordon McLeod, John Warwick, Ivor Barnard, Manning Whiley, Felix Aylmer. Credits: Produced by William Sistrom. Directed by Leslie Fenton. Screenplay by Leslie Charteris and Jeffry Dell. From the novel, "Getaway," by Leslie Charteris. Director of photography, Bernard Knowles. Art direction, Paul Sheriff. Musical direction, Bretton Byrd. Film editors, Al Barnes and R. Kemplin.

Plot: The Saint (Sinclair), with his friend, Macrae, are on vacation in the Swiss mountains. They have been followed and joined by Sally Gray, a newspaperwoman, who thinks they're up to something. When the Saint sees a lot of interest being manifested in a small box, he goes through a lot of adventures, first getting it, then losing it, then getting it again. Eventually, however, he turns it over to the Government. learns it contains a secret code to plans of a sound-detector, valuable for any government.

Comment: For mystery fans, and especially for those who relish Leslie Charteris' Saint series, this new production should prove quite satisfactory. Although it is peopled by an English cast, all of whom turn in excellent performances, this should make little difference at the box office, provided the Saint appellation has any appeal at all, as it surely must have. The picture's only drawback is poor photography; otherwise it is good, conventional mystery melodrama designed for the grind runs and "action" houses in average communities. For your campaign, some of the stunts to be used should be book tieups, distribution of bookmarks, a tieup with a music or antique shop on old Swiss music boxes, and a display of gangster paraphernalia in the lobby.

Catchline: "He planned a vacation, but crime refused to call 'time out'."

The Big Store

(Hollywood Preview)

MGM Comedy With Music 88 mins.

(Prod. No. 139—Nat'l Release, June 20)

AUDIENCE SLANT: (Family) Laughs for every audience. An event for Marx Brothers' fans.

BOX OFFICE SLANT: With its exceptional exploitation angles, should set new highs over recent Marx vehicles.

Cast: Groucho Marx, Chico Marx, Harpo Marx, Tony Martin, Virginia Grey, Margaret Dumont, Douglas Dumbrille, William Tannen, Marion Martin, Virginia O'Brien, Henry Armetta, Anna Demetrio, Paul Stanton, Russell Hicks, Bradley Page, Six Hits and a Miss, Clara Blandick, Ernie Adams, Jan Duggan, Vic Potel, Charles Lane, Dewey Robinson, others. Credits: Directed by Charles Riesner. Produced by Louis K. Sidney. Screenplay by Sid Kuller, Hal Fimberg and Ray Golden from an original by Nat Perrin. Director of photography, Charles Lawton. Musical director, Georgie Stoll. Songs by Hal Borne, Sid Kuller, Ray Golden, Hal Fimberg, Ben Oakland, Artie Shaw and Milton Brent.

Plot: Tony Martin inherits a department store, which he plans to sell, thus causing Douglas Dumbrille, crooked manager, to plan Tony's death to cover his embezzlements. Margaret Dumont, Tony's aunt, hires Groucho, a detective, and Harpo, his assistant, to guard him; Chico, his former music teacher, appoints himself to the same job. The trio come nearer to killing than saving him, but it ends in a grand chase for good laughs.

Comment: Here is the best audience picture the Marx trio has had in years, a condition which one suspects is due to the proved directorial ability of Charles Riesner, whose chase scenes are so perfectly timed as to defy duplication. To top that, Tony Martin turns in his best job since he worked with Eddie Cantor, and Virginia O'Brien, young deadpan singer, does a job of show-stopping. Just one thing is missing—a song hit. Hal Borne, Fred Astaire's pianist, contributes a fine production number in "Tenement Symphony," but they can't whistle that one. Film Editor Conrad Nervig also earns credit for

cutting the chase scenes to perfection. Musically, Harpo tops the show with a trick camera number in which he does an 18th Century trio of harp, violin and cello; and a piano duet for Chico and Harpo. With every department of a big city store and the skating rinks used for background, the limit of exploitation angles for this one is the exhibitor's own aggressiveness. For selling suggestions see Showmanalysis in this issue.

Catchline: "The mad Marx Brothers turn bodyguards, nearly kill their man."

No Greater Sin

(Hollywood Preview)

State Rights **Documentary** **81 mins.**

(Nat'l Release, Not Set)

AUDIENCE SLANT: (Adult) More of a preachment than dramatic screenfare. Good production and acting values.

BOX OFFICE SLANT: Success at the ticket windows depends on the way it is handled, due to the subject matter.

Cast: Leon Ames, Luana Walters, John Gallaudet, George Taggart, Adele Pearce, Guy Usher, Bodil Ann Rosing, William Gould, Tristram Coffin, Henry Roquemore, J. Arthur Young, Ralf Harolde, Frank Jaquet. **Credits:** Directed by William Nigh. Original story by Mary Ransome. Screenplay by Michel Jacoby. Director of photography, Harry Neumann. Produced by Jeffrey Bernerd. A University Film Production.

Plot: A young aircraft worker falls into the hands of a quack doctor who treats him for a social disease. Meanwhile a Public Health Campaign is started to warn the community of the menace of syphilis, and when the citizens submit to tests, it is discovered that a young husband, who had been pronounced cured of the disease by a quack doctor and had married, had been duped. He accidentally kills the quack and when the seriousness of the disease is brought out at his trial, the public gets behind the campaign against the disease and also help the boy go free.

Comment: The big problem will be the proper spot for exhibition of this film, a topical contribution concerning the cure and prevention of syphilis. It is timely because the story ties in with conditions near an army camp and an airplane factory working on national defense. The picture is well made, capably acted and directed, and deals honestly with the subject. As to its entertainment value, that depends on the way it is handled because it is more of a preachment of the subject, than dramatic screenfare. Cast is uniformly good with Leon Ames, Luana Walters, George Taggart and Adele Pearce giving good accounts of themselves. Direction and production are above the average. Cooperation of local public health officials may be sought at an advance showing.

Catchline: "Exposing society's greatest menace."

The Parson of Panamint

(Hollywood Preview)

Paramount **Drama** **84 mins.**

(Prod. No. not set—Nat'l Release, June 27)

AUDIENCE SLANT: (Family) Swell entertainment for general patronage.

BOX OFFICE SLANT: A major effort that deserves your best playing time. Will profit by word-of-mouth advertising.

Cast: Charlie Ruggles, Ellen Drew, Phillip Terry, Joseph Schildkraut, Porter Hall, Henry Kolker, Janet Beecher, Clem Bevans, Douglas Fowley, Paul Hurst, Frank Puglia, Minor Watson, Harry Hayden, Russell Hicks. **Credits:** Directed by William McGann. Screenplay by Harold Shumate and Adrian Scott. Based on the novel by Peter B. Kyne. Photography by Russell Harlan. Associate Producer, Lewis J. Rachmil. Produced by Harry Sherman.

Plot: Charlie Ruggles, Mayor of Panamint, a town dependent on a gold mine, persuades Phillip Terry to come to town as the parson. He is hated by the wealthier element. When he tries to protect the girl he loves from a scoundrel, the latter is accidentally killed and a mob threatens to lynch him. Just as the noose is being tightened, water breaks through the walls of the mine, proving that he was right in seeking better conditions.

Comment: Here's drama of the wide open spaces that can be listed as swell entertainment for any type of audience. The entire production is a credit to producer, director, writers and troupe. Although the yarn has a western background, with plenty of the usual rootin'-shooting sequences, its success depends upon its dramatic content and this success will be helped considerably by word-of-mouth advertising. From leads to bit players, the performances are well nigh perfect with stellar honors going to Charles Ruggles—never appearing to better advantage. Others who register are Ellen Drew, Phillip Terry, Joseph Schildkraut and Clem Bevans. William McGann's direction is a creditable job in every respect and Harry Sherman's production is one of the finest of his long career. All in all, the picture is a major production that deserves your best playing time. A display of miniature "gold bricks" in the local bank window would be a good tieup. Contact ministers and arrange an advance showing.

Catchline: "The Parson with the knockout blow that spelled "Brotherly Love."

FOR DATA ON RKO-RADIO FIRST BLOCK-OF-FIVE SEE PAGE 16

The Shepherd of The Hills

(In Technicolor)

(Hollywood Preview)

Paramount **Drama** **95 mins.**

(Prod. No. Not Set—Nat'l Release, July 18)

AUDIENCE SLANT: (Family) Will please patrons looking for quality entertainment.

BOX OFFICE SLANT: Properly exploited, it should match take of "The Trail Of The Lonesome Pine."

Cast: John Wayne, Betty Field, Harry Carey, Beulah Bondi, James Barton, Samuel S. Hinds, Marjorie Main, Ward Bond, Marc Lawrence, John Qualen, Fuzzy Knight, Tom Fadden, Olin Howland, Dorothy Adams, Virita Campbell, Fern Emmett. **Credits:** Directed by Henry Hathaway. Screenplay by Grover Jones and Stuart Anthony, based on the novel by Harold Bell Wright. Directors of photography, Charles Lang, Jr., and W. Howard Greene. Color art director, Natalie Kalmus. Produced by Jack Moss.

Plot: John Wayne, young mountaineer who makes his money selling moonshine, is in love with Betty Field. Harry Carey, who makes his home with Betty and her father, tries to make the region a better place. In spite of the fact that Wayne's stepmother, Beulah Bondi, has convinced him that he should kill his unknown father when he finds him, his discovery that Carey is the man doesn't break up their friendship. Wayne and Betty marry.

Comment: The famous Harold Bell Wright novel returns to the screen as an absorbing drama that reaches a new high for photographic beauty; Technicolor at its best. Aside from its pictorial beauty, the picture is a simple story of Ozarks hill people, a charming piece of screenfare that will please patrons looking for quality entertainment. Highlighted by excellent performances, direction and production values, the film should match the boxoffice take of

(*Continued on Page* 16)



The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

COAST TENT FORMING

(Continued from Page 4)

Convention. Following an address by Clark, John H. Harris, National Chief Barker, told the story of Variety Clubs from their inception and the charity work being accomplished by the organization. The group moved unanimously for the appointment of Duke Clark as temporary chairman. Clark immediately appointed Johnny Johnston, Charles Buckley, Bob Poole and Earl Collins to serve with him in organizing a local Tent.

Those present at the meeting were: Walter Brown, Tent No. 23, Boston; Louis K. Ansell, St. Louis Tent No. 4; C. T. Lynch, MGM, Los Angeles; Fred Stein, Fox West Coast, Los Angeles; Louis B. Christ, Fox West Coast, Phoenix, Arizona; Earl Collins, United Artists, Los Angeles; Monty Solomon, Monogram, Los Angeles; Jack Berman, Eastland Theatres, Los Angeles; Donald Gledhill, Academy of Motion Picture Arts and Sciences; John LeRoy Johnston, Walter Wanger Productions; Cliff Lewis, Los Angeles; Andrew C. Love, NBC Hollywood; Charles A. Buckley, Fox West Coast, Los Angeles; Chick Lewis, National Publicity Director of Variety Clubs; Robert Poole, Executive Secretary PCCITO; John Harris, National Chief Barker, Pittsburgh; Duke Clark, Paramount, Los Angeles and formerly of Columbus Tent No. 2.

Tent No. 1—Pittsburgh

Sterling 'King' at Special Dinner; National Chief Barker Harris Back From Coast for Conn-Louis Fight

Edward R. Sterling will be king for the day at the dinner on Monday night, June 23. After the dinner there will be a meeting at which definite plans will be made for activities for the summer at Camp O'Connell. The camp will be opened officially on Sunday, June 29.

National Chief Barker John H. Harris will arrive from the Coast in time to attend the Conn-Lewis fight in New York. The Pittsburgh Tent will be well represented at the ringside, rooting for Conn.

Among visitors at the club this past week were Guy and Carmen Lombardo, whose band is the current attraction at the Stanley Theatre; Oliver Kell of Houston, Texas; Max Greenfield of Philadelphia; Dr. and Mrs. P. H. Freed of Philadelphia; M. S. Cummins of New York and N. G. Shafer of Cincinnati.

The barkers turned out well for the ladies' party which was held at Bill Green's on Monday, June 16. Proceeds of the affair go to the Camp O'Connell fund.

Barkers of Tent No. 1 extend their sympathy to Mrs. Joseph Kaufman whose husband died in Cleveland this past week. He was originally a member of the Pittsburgh Tent and was transferred to the Cleveland club when he took over the Universal office there.

Tent No. 2—Columbus

Father Corbett in Town for Visit; Bovim and Family Vacationing

Paul Wills is the new club steward.

Father Paul G. Corbett, the club's original chaplain, is back in town for a visit after several years in Arizona. He's gained plenty of pounds and looks fit.

Russell A. Bovim and family are vacationing in Louisiana.

June birthdays: 1, Taylor C. Burneson; 5, Harry H. Young; 10, Charles W. Hiehle; 11, Link Davis; 12, Robert J. Pullin and William A. Pancake; 13, W. C. Bozman; 14, Russell A. Bovim; 18, Virgil A. Jackson; 22, Lou Holleb; 24, Jack L. Ratner; 25, Paul Yoder; 28, Dr. A. Beaumont Johnson and 25, W. E. Davis.

Second annual Roundup plans are being formulated. It's being planned as one of the year's highlights.

Tent No. 3—Cincinnati

Summer Frolic Set for Summer Hills Country Club June 30; Joe Oulahan on Trip; Trained Pig Act Is Sought

The annual picnic, or as the co-chairmen of the committee in charge call it, the Summer Frolic for the boys, girls and friends of Variety, will take place at Summit Hills Country Club on Monday, June 30, from noon until it is all over. Golf, swimming, baseball, horseshoe pitching and various other events are on tap for the day as well as a swell roast chicken dinner served in that inimitable Kentucky manner. Mike Greenberg and Andy Niedenthal are in charge of the festivities.

Pete Rosien is very cheerful about his new appointment as district manager for Universal in the territory serving Cincinnati, Indianapolis, Oklahoma City and Dallas.

Seen around the clubrooms the past week: Milt Lavene of the West Virginia exhibitors as well as Manny and Louie Shore from the same state; Mrs. Charles Lowenburg and Mrs. Jack Stewart, barkerettes from Milwaukee and Detroit, respectively; Jim Frue of the Universal office in Cleveland, and Charles Alberts from the same city.

Barker Bert Yamin, senior member of the Cincinnati Artists Bureau, is now getting a call to book a trained pig act. At first Yamin had the impression that the call was all a rib, but then after investigating, he found out that the act was on the up-and-up, so its trained pigs with a full ten-minute routine for anyone who is interested. And all this the Yamin way.

Tent No. 4—St. Louis

Chief Barker Arthur Pays St. Louis a Visit; Several Barkers at MPTOA Meet; Boat Ride Held on Mississippi

Chief Barker Harry C. Arthur, Jr., in again, out again. After six weeks in L. A. and other points west, he ducked into town for two days, covered the situation with his confreres at Fanchon & Marco's St. Louis offices and packed up, bag and baggage with his family, for New York.

Asst. Chief Barker Louis Ansell and Barker Fred Wehrenberg journeyed via TWA to Los Angeles last Sunday afternoon for the MPTOA Convention. They ran into rough going, Barker Wehrenberg taking ill, and Brother Ansell being "scared to death," by his own admission in a letter to his brother, Joe Ansell, in which he relates he got frightened immediately when the hostess told him it was the worst storm she ever flew in!

Annual Variety Club Midnight Boat Ride, held last Saturday, June 7, on the streamlined Steamship Admiral on the Mississippi River, found more than 1,400 people aboard for the midnight cruise which lasted more than four hours. They docked about 4:45 a.m. and ducked for their beds and some shut-eye! It was profitable—but oh, those hours! Ask George Wiegand!

Les Kaufman is leaving Friday afternoon for a week's auto drive north, in search of an unsuspecting fish or two, taking with him his wife and son, Johnny.

James Arthur, Joe Goldstein and Ralph McGowan, all members of Tent No. 4, went for an early morning fishing trip Tuesday morning to a nearby brook. They walked off with seven undersized fish, and tell now a story about one that was hooked and tossed into the pail but bounced out again into the lake. "Got away," they said. Star of the fishing trip was Jimmy Arthur, Jr., who snagged four of the seven fish. He's only four, but he showed up veteran fisherman McGowan whose face is plenty red.

Louis Ansell, representing Chief Barker Harry Arthur, attended the annual dinner of the Midwest Polio Association, which organization Tent No. 4 adopted recently as its sole charity, and set forth the plans of the tent to purchase, in its long-range program, a special building, equipped with swimming pool and physio-therapeutic equipment.

Tent No. 5—Detroit

Barker Oliver's Mother Dies; Drive for Defense Bonds and Stamps Gets Under Way with Kirchner at the Helm

The Detroit Tent, whose members have suffered a number of losses in recent weeks, was again saddened by the death of Mrs. Elizabeth Brooks, 82, mother of Barker J. Oliver Brooks, chief booker of the Butterfield Circuit. (Barkers elsewhere will remember Ollie as the man who handled the Detroit arrangements for the Atlantic City convention.) Mrs. Brooks was taken to Niagara Falls, N. Y., for burial.

The drive for Defense Savings Stamps and Bonds got under way here this past week, with a former Chief Barker of the Detroit tent in the saddle as chairman of the motion picture division—Edgar E. Kirchner, manager of the Family Theatre. As in dozens of past drives when a man of unimpeachable fidelity and thoroughness on the job was required, Ed got the assignment.

He has organized the Film Row, so that a record of close to 100 per cent on weekly stamp purchases has been made there. Theatres all over town are selling stamps at their box offices, and displaying suitable signs.

Comments drifting back from state salesmen and others indicate that George and Jim Olson have something absolutely unique in that natural woodwork theatre, "The Pines," which they have just opened at Houghton Lake—right in the northern Michigan pine country.

Tent No. 10—Indianapolis

Hospitality Extended 20,000 Visiting Shriners; I. U. Medical Center Praises Blood Bank; Salvation Army Gets Aid

Indianapolis was host to approximately 20,000 Shriners during their National Convention last week and Tent No. 10 offered the hospitality of its club rooms to the fez wearers during their five-day stay. Every night seemed like a New Year's celebration and the colorful costumes of the Nobles in their red, green, purple and yellows blended with the circus motif decorations of the clubrooms. A cordial welcome was extended to all Shriners by Chief Barker Ken Collins to use the local Variety Club whenever any visitor felt like it and this

generous gesture was appreciated by the local Murat Temple as well as hundreds of the Nobles from all parts of the United States.

We have received a very nice letter from the Medical Director of the Indiana University Medical Center in regards to the Blood Bank established by this Tent. The Center expresses their sincere appreciation for our action in providing this Bank, and the service that has been rendered since the establishment of this contribution has been widespread over the entire State and even extended over five other States. To further show their appreciation, th Center has placed in a conspicuous location in the Clinical Building, a bronze tablet with this inscription: "In recognition of the public service rendered the people of Indiana by the Variety Club of Indianapolis, whose generosity made possible the establishment of the blood bank now serving the patients of this medical center."

We have also received a letter of appreciation from the local Salvation Army for contributing $600 to provide a week's vacation to many less fortunate mothers and children.

Every member of Tent No. 10 should get behind the movement to put over the "Opera Under The Stars." More information on this in next week's news item.

BOSTON TENT SET TO GOLF

Barkers of Tent 23 are preparing to turn out Monday, June 23rd, in large numbers and fine form for the Club's first annual Golf and Lawn Party—a gala event planned with a view to making every detail just about perfect at the Pinebrook Valley Country Club at Weston, Mass.

again in club affairs. It had been feared that the injuries would prove fatal, but now she's up and around again. Abe Kaplan, one of George's very good friends, helped the couple to celebrate the occasion.

Other visitors to the clubrooms included Frank Hensler and Claude Morris from Kansas City. They're MGM branch manager and exploiteer, respectively, in the Missouri metropolis and they dropped in en route to a few days' fishing in northern Minnesota. Bill Elson, former Chief Barker and still one of the club's hardest workers, brought up his brother, Irving, to introduce him to the boys. Irving is a sergeant-major in the U. S. Army and stationed at San Antonio.

Chief Barker Ben Blotcky has sent out a letter urging club members to continue to use the rooms throughout the summer.

Tent No. 18—Dayton

Sylvan Fred Joins U. S. Army and Gets Royal Send-off . . . Cottage at Lakes

Eighteen barkers attended the farewell dinner Monday night for Sylvan Fred, the Tent's property master who will be inducted into Uncle Sam's army next week . . . A motion by Dough Guy Paul Banker that a monthly check be sent all barkers called for military service was passed unanimously.

Plans are being discussed for the Tent to rent a cottage at the lakes at which barkers may escape the hot days ahead . . . Barkers Al Shoup, Roy Wells, and Chauncey Dutcher are completing details . . . Familiar sights around the club . . . Chief Barker Bill Keyes and Al Harper at their noontide rummy game . . . Paul Banker and Jim Sullivan, the Tent's best yarn spielers, in mid-season form . . . Freddy Krimm urging all to stay for "the next floor show" . . . Dick Althoff and Bill Clegg exchanging notes on "How to Garden" . . . Harry Condron "sitting" on his feet . . . Roy Wells and Al Shoup either coming back from a fishing trip or getting ready for another . . . Dutch Hofferbert going home to "unload another load of pig iron in the morning" . . . "Doc" Herr, the "iron duke."

Tent No. 11—Washington

Gayety, Celebrities, Neat Fund Raised at Party; Abe Lichtman Donates Baby Incubator; Welcome Awaits You

The gayest and most successful indoor carnival on record was pulled off at the clubrooms last week with a neat and tidy sum gained for the club's welfare fund, engineered by Chief Barker Hardie Meakin and Kinged by such stalwarts as Ed Melniker and Archie Engel. . . . All furniture was removed from the spacious clubroom and replaced by the candy wheels, hot dog, peanut and other stands which are familiar to carnival-frequenters . . . such outstanding dignitaries as Darryl F. Zanuck and Jimmy Dorsey and his band were on hand to join localites in consuming untold pounds of wienies, peanuts and soda pop . . . aiding the affair were Harry Brown, Sam Galanty, Jack Fruchtman, Sol Sorkin, Al Miller, Phil Bobys, Carroll Dikeman, Jake Flax, Herb Sauber, Vince Dougherty and Leon Makover . . . Leon Back of the Baltimore Tent was over to drum up interest in their annual (Fourth) golf tourney and dinner dance to be held Friday, July 18 . . . a local crowd usually attends . . . Abe Lichtman, George Crouch, A. Julian Brylawski and Sidney Lust attended the MPTOA convention on the West Coast . . . Mr. Lichtman donated a $5,000 baby-saving incubator station to Freedmens Hospital, a Negro institution here in this city . . . steward Bob Pruett, than whom there is none finer, has been ailing a bit but is expected to be back behind his usual stand . . . incidentally the bar had its busiest day since opening at the indoor carnival affair . . .when in town don't forget to stop by for a very, very special cooling tall one and also to meet the boys, please. . . .

Tent No. 12—Minneapolis

Barker's Wife Recovers from Injuries Sustained in Accident; Hensler, Morris Up from Kansas City

One of the Twin City Variety club's most welcome guests visited the rooms last Saturday night. She was Mrs. George Granstrom, wife of one of the most popular barkers, and it was her first appearance in the club rooms in more than a year. The occasion was significant because it marked a sufficient recuperation from serious injuries sustained in an automobile accident a year ago to permit her to participate

Tent No. 13—Philadelphia

Vote for Appropriation for Additional Services of Physiotherapists; Ladies Auxiliary Furnishes Station Wagon

At its meeting recently in the Bellevue-Stratford Hotel headquarters, the Board of Governors of the Philadelphia Variety Tent sanctioned a plan presented by Dr. Leon Levy, local Chief Barker, which, in addition to continuing the Tent's sponsorship of the President's Birthday Ball that brought some $36,000 for care of infantile paralysis victims, will assume an additional obligation of $4,000 to hasten the cure of spastic paralysis victims.

It was also reported that the Ladies' Auxiliary of the Philadelphia Tent have committed themselves to furnish the Board of Education with a station wagon, valued at $1,000, to transport all paralysis cases to the school. Concluding the meeting, a motion to continue sponsorship of the President's annual Birthday Ball and Infantile Paralysis drive was approved along with one by Ted Schlanger to contribute $100 to the Los Angeles Sanatorium.

Tent No. 24—Charlotte

Club Attendance Grows Daily . . . More Summer Events to Follow Golf Tourney

With the Golf Tournament and Dance passed into successful history, the boys are planning other things for the summer . . . Jimmy Pritchett's entertainment committee still to report, many ideas are afloat and announcement will be made as to their decision during the next few days.

Thanks to Barker Phil Longdon, the new air-conditioning is working beautifully and the attendance at the club is growing daily . . . The Sammy Trinchers were again hosts to a party. This time in honor of Mrs. J. V. Williams of Summerville, S. C. . . . Among out of town visitors, were Al Rook and Harry J. Spann of Tent No. 21 . . . Steve Broidy, Tent No. 23 . . . John Mangham, Tent No. 21 . . . Mrs. Frances Longdon of Daytona Beach, Florida, visited as the guest of Barker Phil Longdon.

First Asst. Chief Barker Benn Rosenwald returned from a business trip to New York . . . Barkers Tom Bailey, Jack London and Dean House were conspicuous by their absence because they were on a fishing trip.

R. E. GRIFFITH HONORED AT BELTON CELEBRATION



R. E. Griffith, one of Texas' best known and best loved showmen (second from left), receives a plaque in tribute to his unselfish work and contribution to the Variety Club of Texas Boy's Camp at Belton, during the Fathers' Day picnic at the camp by members of Tent No. 17 and notables from many sections of the country. Seen with R. E. are: R. M. Fallas; L. M. Rice; Mrs. Dora Foster; J. O. Cherry.

Program Exchange

Stoltz' Newest Novelty Is A Chip off the Old Block; Some Good Anniversary Copy

ONE day it's hot, the next it's chilly. How can we speak of the weather when it's so changeable? We might, however, warn those managers going on vacation to be careful of oak, ivy and other plant poisonings. We've already seen one case of it, and that was enough to prompt this warning. With bandaged hands and arms, you won't be able to do much but sit around thinking up ideas without being able to put them into effect. And if you ordinarily use gestures when you talk, you'll be seriously hampered for a while.

It's getting so that something is lacking if one of Arnold Stoltz' novel throwaways isn't reported in the Program Exchange each week. To our desk a few days ago came a square piece of wood from the Utica, N. Y., theatreman. Copy on the wood was as follows: "Carve Your Sweetie's Name Here . . . Then Knock on Wood . . . Because You're Lucky to be Able to Take Her to See This Romantic Hit—'Affectionately Yours'." Yes, there was tie-up copy too, and it went something like this: "From This 'Lucky Charm' to a House It's Denton & Waterbury for Paint and Woodwork." No matter what the picture, Stoltz does the unique, and along with it, ties up with a merchant, so that the stunt is practically costless. We eagerly anticipate his next one.

On the occasion of the sixth anniversary of the Beverly Theatre, Chicago, the weekly program carried this copy, which you should preserve for use when your own anniversary rolls around:

"What Is An Anniversary? . . . Married folks celebrate anniversaries to express their happiness . . . and we guess that's as good a reason as any! We're happy too, and so, each year we celebrate OUR anniversary . . . this year it's our sixth.

"We're Happy Because . . . folks like our single-feature policy! Folks like our quiet, efficient service! Folks like our presentation of the best in movie entertainment . . . the comfort we provide . . . the care we take in offering this community the best theatre within our power to provide.

"And We're Properly Thankful . . . that this community has taken our theatre to its heart and made it one of its valued institutions. We hope to continue to merit this approval as much in the future as we have in the past!

"Thanks to You, Our Patrons, For Six Happy Anniversaries . . . The staff of your Beverly Theatre."

Also from the Windy City comes a small card plugger which, on one side, advertises two "laugh specials." On the other is this copy: "Special Privilege Card . . . Name (space for name) . . . The bearer of this card is entitled and privileged by the management of the Avalon Theatre to laugh as loud and as long as she or he pleases during 'Laff Week' . . . Men may open their belts and loosen their ties . . . Women may check their corsets with the maid."

Looks like Jim Owen has suspended his calendar and along with it, his sly, homespun, witty copy. We hope he'll resume publication one of these days soon. In the meantime, he sends us a colorful little pocket program and a special herald on "The Lady Eve." (Aside to Jim: Wish we could get down to Branson to go fishing with you, but it doesn't look like we'll get to make it this year. If the invitation still stands in 1942, maybe we can make it then.)



Perhaps You Can Duplicate This

Here's another of the excellent covers used by Manager Bob Ingham of the Orange Theatre, Orange, Mass., for his program. The sketch and caption effectively put one in a movie-going mood. Have you an artist around your theatre? If so, perhaps he could devise some sketches similar to the one reproduced above.

Cinemag Conducts Quiz

In the current issue of Cinemag on the front page is a list of five questions under the heading of "Can You Answer These?" The answers appear on page two of the publication. Sample question and answer: "What film introduces 15 newcomers to the screen? 'Citizen Kane'." With press books, trade papers, fan magazines, etc., available as sources, exhibitors could use this question-and-answer idea in their own programs.

We're always in the market for a good joke, so we like the one we read in The Reminder, program for the Wallace and Rose theatres, Levelland, Texas. Here it is: "Teacher—Willie, please correct this sentence: Girls is naturally better looking than boys. Willie—Girls is artificially better looking than boys."

Out in Inglewood, Calif. (the Los Angeles suburb that figured so prominently in the news recently), Manager Dave Martin, with the assistance of his co-idea man, Bill Erickson, put out a couple of novelties that made their impression on the box office. One was on "The Lady Eve." It was a folder with the copy, "What I Know About Women, by Henry Fonda," on the outside. The inside was blank, but on the back with this copy: "That's right, absolutely nothing" plus selling copy on the picture. For "Tobacco Road," he took the inside spread of his program, originally designed and bordered for two pages of layouts, and overprinted it with this copy: "We're taking two pages to tell you that this derned raggedy cuss out of the Georgia backwoods wins your heart as Jeeter Lester." Dave isn't a Program Exchange member, but his fine bit of showmanship, in this instance, belonged in this department. We hope he becomes a member some day.

From Guido Trusty, manager of the Roxy Theatre, Alamo, Tenn., comes a "one-sheet" program that certainly is colorful and attractive. The week's attractions are advertised in separate, tinted boxes on one side, while on the other, under the heading. "Flashes from Hollywood," are studio gossip items and a fashion photo. We don't know where Guido got the idea, but it looks good, and it must be economical, too.

We want to thank: M. W. Lathrop for his calendar program for the Menlo Park Theatre at Menlo Park, Calif., and the Mayfield, Palo Alto . . . Harold Call, for the latest copy of The Theatre News, printed this week on light-green newsprint and revealing as good an editorial and make-up job as ever . . . Maurice Osterman, for another highly interesting copy of Movie Guide.

We must leave you now. See you next week.

When It's Birthday Time in Tilbury, Rankin Sends a Pass

When anyone in Tilbury, Ontario, has a birthday, he's never permitted to forget the fact. As soon as the birthday rolls around there comes from Manager Harland Rankin of the Plaza and Centre theatres a "birthday club" pass with this copy:

"Just a cheerful remembrance on your birth day, to greet you and to say: May your every wish be granted and may we have the opportunity of having you as our guest and bring a friend to complete a perfect day."

--Your Application Blank--

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

JULY

24th

PIONEER DAY IN UTAH. This is the anniversary of the Mormons reaching Great Salt Lake. There is an MGM subject, "The Miracle of Salt Lake," which would be especially appropriate for this occasion.

25th

OCCUPATION DAY in Puerto Rico. This day will be observed by Puerto Ricans but it can also be noted by mainland theatres playing a picture which has a Spanish American War angle.

26th

POSTAL SYSTEM ESTABLISHED, 1775. Play host to the local Stamp Club. Have an exhibition by local philatelists in the lobby.

NEW YORK RATIFIED THE CONSTITUTION, 1788. This day may be observed with ceremony in certain sections of the Empire State with historical landmarks and significance.

27th

FIRST ATLANTIC CABLE COMPLETED, 1866. This is the 75th anniversary and one which the telegraph and cable companies will probably observe in many ways. You can tie up with them especially if you are playing some subject in which a trans-Atlantic cable or telephone call figures.

Selling the Picture

Mayor's Proclamation Highlights A Campaign on Disney's "Fantasia"

A proclamation issued by Acting Mayor Herman F. Hoogkamp, paying tribute to the genius of Walt Disney, highlighted the campaign arranged by the management of the Grand Theatre, Albany, N. Y., for the engagement of "Fantasia."

Another highlight was the color contest, sponsored by the *Albany Knickerbocker News,* which ran for nine days in advance of the opening of the film and which was open to youngsters with a penchant for coloring things by trying their skill on line drawings. The drawings were taken from scenes in the Walt Disney feature-length film with the idea that just lots of little folk might like to compare their thoughts on what colors things should be with Disney's. Free tickets to the opening night's performance were awarded as prizes and the *News* ran a picture of the winner and the runner-ups on the front page.

Other features included a letter from the Superintendent of Schools and President of the Board of Education granting all city school students the right to attend "Fantasia." Post cards were mailed to the entire concert list that plays Stokowski and to The American Youth Orchestra the day before the opening. Ten thousand heralds, crediting the attraction, theatre and playdate, were distributed at the city's "I Am An American Day" exercises.

'Dive Bomber' to Be Serialized In Des Moines Register & Tribune

"Dive Bomber" will be the subject of a special three-installment feature dealing with dive bombing, in the *Des Moines Register and Tribune.* Art layouts are also to be included.

A 6,000-word serialization of "Sergeant York," starring Gary Cooper, is also scheduled for an early appearance in the same paper.

Apples Tied to Lamp Posts

Larry Beltz, manager of the Grand Theatre, Wausau, Wis., promoted a quantity of apples for "Lady Eve," and passed them out to patrons, with a tag attached announcing the playdates. As another laugh build-up, he tied 60 apples and tags on lamp posts in the business section.



Display in Fur Window

This display of three gowns worn by Vivien Leigh in the United Artists release of Alexander Korda's "That Hamilton Woman" was placed in the window of the Hudson's Bay Co., Dept. Store in Vancouver, B. C., by Manager Maynard Joiner, of the Capitol Theatre, in connection with his engagement of the picture.

For Better Show Selling

Showmanalyses Have Appeared In STR on Following Pictures

Adam Had Four Sons	Feb. 15
Bad Man	Mar. 29
Big Store	June 21
Billy the Kid	May 31
Blood and Sand	May 24
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	**Mar. 8**
In the Navy	June 7
Lady From Cheyenne	**April 12**
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Mr. and Mrs. Smith	Feb. 1
One Night in Lisbon	June 14
Penalty, The	**Mar. 15**
Penny Serenade	April 26
Rookies on Parade	May 3
Sis Hopkins	April 5
There's Magic In Music	May 17
Tobacco Road	Mar. 1
Woman's Face	May 10

Picture Shortage? DeHaven Revives An Old One, Reaps Rich Rewards

Availability notices have no terror for Manager A. Milo DeHaven (*STR, March* 15, *pp.* 30-31) of the Town Theatre, Whitehouse, O., for he has been sold on the idea that good pictures, like good books and fine recorded music, are seen and heard again and again. As he puts it, "Pictures of yesterday are like the treasures of the past."

Being a "movie man revivalist," he recently brought back "The Scarlet Pimpernel," ran it under the auspices of the English classes of the local high school, arranged for the students to be dismissed for a special matinee, had a packed house at the afternoon showing and realized better-than-average grosses on the evening performances during the two-day run.

Whitehouse school officials, DeHaven points out, cooperated to the fullest extent. And the *Whitehouse Standard,* weekly newspaper, devoted a front-page story to the stunt, which it described as a "fine arts request" [that] "should be of special interest to lovers of better class screen productions."

That old alibi about the cow having been milked dry doesn't go with DeHaven. He knows better.

Advance Advertising Taboo, But That Doesn't Bother Copeland

Managing a theatre that is not permitted to advertise in advance, Manager Jack Copeland, of the Rialto, a move-over house, is compelled to use his ingenuity to sell his shows. "That Night in Rio," floodlights in front of the theatre attracted the night crowds as the dazzling lights brightened up the entire block.

Title letters in vivid colors created an unusually attractive effect as they moved back and forth on the overhead attraction sign. An animated blowup of Carmen Miranda in a blue cellophane skirt was placed at both ends of the 50-foot sign. Small electric motors were employed to give the animated figures a hip-swaying effect.

National Photochrome Week

Warner Bros'. accessories sales department has designated the week of June 22-28 as "National 40 by 60 Photochrome Week." The displays are photographic blowups in color, and are available on the following features: "Underground," "Out of the Fog," "Shining Victory," "Million Dollar Baby," "Devil Dogs of the Air" and "Affectionately Yours."

Radio Song Guessing Contest Sells "Sunny" in Atlantic City

The management of the Stanley Theatre, Atlantic City, N. J., staged a far-reaching campaign for its engagement of "Sunny." A guessing contest was held over Station WFPG with the audience and listeners-in guessing the names of the songs from the film. The first twenty sending in the correct answers received a pair of tickets to the premiere opening.

Other features included a classified ad contest sponsored by the Atlantic City World; the distribution of circulars in all hotels and boarding houses; a fifteen minute transcription broadcast over Station WFPG on the Wednesday and Thursday preceding the opening; a tie-in with the two local music stores featuring all "Sunny" records and music; the placement of two 40 x 60 posters, crediting the attraction, theatre and playdate, in Convention Hall where a social workers' convention was in session and a generous allotment of art and stories in the Atlantic City Press and the World.

Punxsutawney Drawing Contest

Guest tickets were awarded by Mrs. M. McCartney, Jefferson Theatre, Punxsutawney P. A. to those drawing the best likeness of characters in "Men of Boys Town" from stills of the production.

Plants Biggest Art Break

The biggest movie page art break ever to appear in the *Richmond Times-Dispatch* was the six-column layout on "Ziegfeld Girl," planted by Allen Sparrow, Loew's, in that city, as part of his campaign for the new musical.



Nice Girls Identify Snapshots

Here's an angle on Universal's "Nice Girl?" that we bet a lot of exhibitors didn't think of. But leave it to Manager Robert Busch of Warners' Jeffery Theatre, Chicago, who placed a display of snapshots of local girls in the lobby, gave passes to those lassies who recognized themselves.

THERE seems to be nothing wrong with any box office that a good comedy can't cure. And with the demand for laugh-getters growing stronger and stronger these days, exhibitors should realize the worthwhile selling bet they have in the Marx Bros.' newest comedy, "The Big Store," and set about devising a campaign that will let patrons know that this is something at which they can laugh and forget their troubles.

Although comedy is the chief ingredient of the picture, as it should be, there is also music and romance to attract those who otherwise would shy away from a feature whose billing lacked these essential entertainment components.

STUNTS INVOLVING STORES

Herald Distribution. If you haven't done it before, plan to distribute your heralds or programs announcing this attraction through as many stores as possible by having them inserted in packages.

Stamp Your Announcement. In addition to the above suggestion, or in place of it, have a rubber stamp made and used to stamp copy about your attraction on sacks in stores.

Special Sale Week. In tieing up with stores, you'll probably have better luck with those who make bold, sensational announcements than with those who advertise in a restrained, conservative way. So, in cooperation with merchants generally staging big sales events, arrange a special bargain week, using figures of the Marx Bros. in advertising and in window displays.

Mixed Attire Display. On this page is a sketch of the Marx Bros. in one another's attire which is supposed to be used as a newspaper, program or throwaway contest. This would also make a swell window stunt if you could manage to have wearing apparel made up to duplicate the Marx' usual garb and place it on three life-size cutouts of the comedians. An attendant could stand in front of the window to offer pencil and pad to those who want to record the mistakes of dress, giving guest tickets to those with the correct or nearest correct answers.

Get Clerks, Cashiers to Wear Lettered Ribbons. Have special lettered ribbons or sashes made up for store clerks and cashiers to wear.

Display Window Cards. The picture's title should make it easy for you to plant window cards in most windows. However, for those establishments which are especially critical of what goes in their windows, make up cards to which stills are attached, with the attraction lettering and playdate copy at the bottom. Your artist might design special frames that could be used on future attractions. Many theatres do this successfully.



Screenplay by Sid Kuller, Hal Fimberg and Ray Golden. Original story by Nat Perrin. Directed by Charles Riesner. Produced by Louis K. Sidney.

How About a Parade? Should a number of stores decide to "come in" with you on a "Marx Bros. 'Big Store' Week" or some other sales event tieing in with the picture, try to arrange a parade to be led by a local band, to feature floats with men, women and children in some of the fashions on sale, and most important of all, three men dressed to resemble the three comedians as nearly as possible. A parade will entail a lot of hard work, but if you put it over, the results will more than justify the efforts.

Search for Marx Impersonators. Here's a stunt that should net a maximum amount of interest in "The Big Store." With the cooperation of local stores and also those in small surrounding communities, send a float around to these towns to stage a talent hunt; that is, to find the best impersonators of the Marx Bros. Perhaps a singer could accompany the float to sing songs from the picture; or records of the songs, if available, could be played. If you can't go in for this stunt as suggested here, at least make it a citywide contest to be sponsored by the cooperating stores and the newspapers.

Special Show for Employes. No other group of people will enjoy laughing at the antics of the Marx Bros. after a hard day's work more than store employes, so plan a special night for them and reserve a section of the house.

Cooperative Ad or Billboard Announcement. Get your artist to reproduce the sketch of the three comedians in feminine clothes forms and get a store to use it to illustrate a cooperative ad or billboard announcement in which the copy stresses that "you never know what to expect next from the Marx Bros., but you can always expect the highest quality merchandise at the lowest prices from us, etc."

Store Ideas Plentiful. There are almost limitless numbers of stunts involving stores, and even this entire page would not provide enough space on which to list them. However, those that have been suggested should "lead you on" to many more.

GAGS ESSENTIAL IN CAMPAIGN

Humorous Captions. Using some of the funniest scene stills, run them in the newspaper, one each day, minus captions and offer prizes for the most humorous captions. In this connection, the press book's exploitation section contains illustrations and details of a four-day "Groucho Exit Line" contest which should be used.

Contest for Best Joke. You might run a contest offering prizes for the jokes best suited to Groucho's style.

Ad-Writing Contest. Prizes might be offered for the best "gag ads" on "The Big Store." Newspaper readers might also be invited to choose any display ad appearing in a particular issue and reconstruct it as one of the Marx Bros. might have written it.

Gag Novelties, Throwaways. Don't forget the safety pin cards or any of the other gag novelties or throwaways you've employed to advertise comedies in the past. They'll work well in this instance.

MUSIC PROMOTION IMPORTANT

Arrange Tieups on the Songs. By the time you are ready to play "The Big Store," it's quite possible that at least four or five songs will have been published. At this writing, however, only two have been definitely published, with others under consideration. Be sure to arrange window and counter displays in which Tony Martin, who sings them, is featured.

STRESS COMEDY IN FRONT

As you look through the press book, you'll get lots of ideas for "gagging up" your front and lobby displays. Make comedy the outstanding selling angle, not forgetting the romance and music. We can't design your front for you, so this admonition will have to serve. Yet we are fully aware that keen-minded showmen will know just what should be done, and will do it.

You'll be able to add any number of exploitation stunts to those listed on this page, because we've only skimmed the surface.



An Ad to Get 'Em Hepped-Up

Just the sketches of the Marx Bros. as window dummies would be enough to get the fans all hepped-up about "The Big Store," but this lively newspaper ad also contains smash selling copy, romance and music. All the other layouts have the same seat-selling qualities.



Should Grab Lots of Attention

Either planted in the newspaper or made up as a special throwaway, this mixed-attire sketch of the Marx Bros. should grab lots of attention. Contestants who find the most things wrong with it receive guest tickets. Good window idea, too.

Short Subject Reviews

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning June 21)

ASTOR — Out of Darkness (MGM) rev. 5-10-41.

CAPITOL—The Rookie Bear (MGM) rev. 6-14-41; Diving Thrills (Col.) rev. 5-31-41; Information Please No. 7 (RKO-Pathe) rev. 4-5-41.

CRITERION—Unusual Occupations No. 4 (Para.) rev. 3-29-41; Farm Frolics (Vita.) rev. 5-24-41.

GLOBE—Beautiful Ontario (Col.); Goofy Groceries (Vita.) rev. 4-5-41.

PALACE — Publicity Sports (RKO-Pathe) rev. 4-5-41.

PARAMOUNT — Those We Love (Para.) rev. 5-31-41; Flies Ain't Human (Para.) rev. 4-19-41.

RADIO CITY MUSIC HALL—Wings of Steel (Vita.) rev. 5-3-41.

ROXY—What Happens at Night (20th-Fox); Empire in Exile (20th-Fox).

STRAND—Throwing a Party (Vita.); It Happens on Rollers (Vita.); Trial of Mr. Wolf (Vita.) rev. 4-26-41.

Harvests for Tomorrow *(Informative)*

U. S. Govt. Documentary Film 28 mins.

Produced by the Agricultural Adjustment Administration, this subject, which follows a notable series that included "The River," "Power and the Land," etc., is an interesting and informative picturization of the growth, decline and present-day rebirth of the soil. Its setting is New England, where the settlers first cleared the forests to build their homes, then drained the richness of the soil with corn, wheat and other crops, until at last nutriment vanished. But science, the subject points out, found the trouble, which consisted of putting back the lime and phosphate that had been taken away. Thus, with the aid of the AAA, the farmers spread the lime and superphosphate, and their lands are now enriched. They have learned to conserve the soil through science and farmer organizations under the AAA throughout the country. Frank Craven lends a "homey" touch to the narration, and the photography and musical accompaniment are first rate. The subject was directed by Edgar Peterson, II. Because "Harvests for Tomorrow" deals with an agricultural problem most prevalent in the northeastern section, distribution, which will be gratis, will be limited to the territories served by Warner Bros. exchanges in Buffalo, Albany, Philadelphia, Pittsburgh and Washington, D. C., and by Loew's exchanges in New York City, Boston and New Haven. Distribution will be limited to three months following release date, July 1.

Here Comes the Cavalry *(Excellent)*

Vita. (6005) Technicolor Special No. 5 20 mins.

Bill Justice (a former exhibitor-member of STR's Program Exchange who turned actor) plays the part of a cowboy who after winning a rodeo wants to buy his favorite horse. But he finds the horse has been taken into the Army and he, too, joins. In the Cavalry Corps, some of the color of the Army life is unfolded to Bill and to audiences at the same time. When the Captain's son is in danger during maneuvers, Bill saves the lad. The finish of the picture shows a review of the division, with Bill getting a medal for his valor. D. Ross Lederman directed.

Sail Ho *(Colorful)*

Vita. (6408) Sports Parade No. 8 10 mins.

In natural color, this follows a sailboat race after a brief introduction. The race itself is interesting and some of the maneuvers are explained, making it more interesting than usual for the layman and taking a little of the mystery out of the intricacies of sailing. Through it all runs the thread of a little narrative which also serves to supply comedy. It was written and directed by Del Frazier.

Hiawatha's Rabbit Hunt *(Very Funny)*

Vita. (6720) Merrie Melody No. 20 7 mins.

Little Hiawatha tries to capture Bug Bunny, but he has no better luck than his predecessors. It's a funny cartoon, especially when Hiawatha comes up to the rabbit taking a bath and decides to stew him then and there. When the rabbit detects an odor and asks what's cooking, he streaks away when he learns it is stewed rabbit. This is an excellent addition to the series produced by Leon Schlesinger.

Hollywood Steps Out *(Excellent)*

Vita. (6719) Merrie Melody No. 19 7 mins.

The action all takes place at Ciro's. While some of the cartoon representations of Hollywood stars are unrecognizable, their voices easily identify them. Among those portrayed are Clark Gable, Carole Lombard, Greta Garbo, the Three Stooges, Cary Grant, Edward G. Robinson, James Stewart and others. The subject, produced by Leon Schlesinger, should be tremendously enjoyed.

Meet Roy Rogers *(Interesting)*

Rep. (28-7) Meet the Stars No. 7 10 mins.

Roy Rogers' fans should welcome the opportunity of seeing their favorite when he isn't rescuing the heroine from a runaway wagon or shooting it out with a band of dastardly outlaws. Glimpsed in this new release in the Meet the Stars series is his trailer outfit, his trick horse, Trigger, and his wife and ten months' old adopted daughter. The balance of the footage is devoted to the impromptu ceremony attendant on the opening of the star's Rangers' Trading Post, with Rogers introducing Judy Canova, Bill Elliott, Gene Autry, George "Gabby" Hayes, Billy Gilbert, Bob Baker, Roscoe Ates and Mary Lee. While the reel seems to be a buildup for Rogers, it is nevertheless interesting and entertaining. Record shop tieups on his Decca recordings, rounding up of the local juvenile Rogers Fan Club and a large cutout of the star in front of the theatre are a few of the angles to be used in exploiting the subject.

Coy Decoy *(Funny)*

Vita. (6612) Looney Tune No. 12 7 mins

Daffy Duck is the star, and daffy he is. For he falls for a decoy put out by the big bad wolf. The background consists of book covers and the wolf is none other than the wolf of Wall Street. There are a lot of laughs, especially as Daffy turns Hurricane, Lightning and The Mortal Storm against the wolf. Leon Schlesinger produced.

Manager A. C. Driver, of the Delman Theatre, Houston, reports about a recent show: "They didn't like our feature but the short subjects were so good that they didn't feel so badly."

. . NEWSREEL SYNOPSES . .

(Released Saturday, June 21)

PARAMOUNT (No. 85)—Colorado College girls in mountain climb; Knox at Victory Loan rally in Canada; James Roosevelt in Egypt; British capture Iraq fort; Haille Selassie returns to throne; Conquerors of Bismarck tell story of duel; Churchill pledges fight to finish.

MOVIETONE (Vol. 23, No. 82)—Churchill's speech; British sink Bismarck; Survivors of Robin Moor in Brazil; James Roosevelt in Egypt; Zanuck presents training pictures to Army; Princess Juliana and husband visit the White House; Kitchen fashions; Paradise for wild geese; Chimp and monkey in fight.

PATHE (Vol. 12, No. 85)—British sink Bismarck; Iraq falls to British; Haille Selassie returns to throne; John Roosevelt joins fleet; James Roosevelt in Egypt; Former S.S. America now troopship; LaGuardia explains civilian defense plan; Hollywood stars stage show for Fort Ord soldiers; Soldiers race with full packs at Newton, Mass.

NEWS OF THE DAY (Vol. 12, No. 280)—British sink Bismarck; "No surrender" is Churchill's pledge; James Roosevelt in Egypt; LaGuardia explains civilian defense plan; Summer evening fashions; Dirt track race at Albany, N. Y.

UNIVERSAL (Vol. 13, No. 990)—British sink Bismarck; Haille Selassie returns to throne; LaGuardia explains civilian defense plan; John Roosevelt joins the fleet; Envoy arrives with Robin Moor data; S.S. America now troopship; Speed production of superbombs; New tin hats for soldiers; Lumber mill fire near Chicago; Louis and Conn weigh in; Flying circus at Bethlehem, Pa.

(Released Wednesday, June 18)

PARAMOUNT (No. 84)—Harvard oarsmen defeat Yale; Princess Juliana on tour in Ontario; Harlan Fiske Stone new Chief Justice; LaGuardia presents new uniforms for defense workers; New industrial plant dedicated at Cincinnati; Glider training for Army Air Corps at Joliet, Ill.; Bob Hope and Paulette Goddard get special award from Cuba; Washington orders German consulates closed; Danish ships in U. S. harbors seized; Sinking of Robin Moor challenges our freedom of the seas.

MOVIETONE (Vol. 23, No. 81)—Danish ships in U. S. harbors seized; Zamzam survivors on way home; U. S. food for French children at Marseilles; New National Airport at Washington goes into operation; Harlan Fiske Stone new Chief Justice; Robert H. Jackson new Associate Justice; James F. Byrnes becomes seventh member of Court; Glider training at Lockport, Ill.; Pelican sanctuary at Clear Lake, Calif. (except Portland, Ore.); Rose festival parade at Portland, Ore. (Portland only); Experiments with man-made lightning; United Hunts meet at Piping Rock, L. I.; Harvard oarsmen defeat Yale; Patty Berg wins Western Women's Golf meet.

NEWS OF THE DAY (Vol. 12, No. 279)—U. S. takes title to Danish ships; Flying cadets try formation drills; Experiments with man-made lightning; Glider training at Lockport, Ill.; New National Airport in operation (Washington only); Flag Day at Philadelphia (Philadelphia only); Rose festival parade at Portland, Ore. (Portland and Seattle only); Americans feed starving French; Japan signs Russo neutrality pact; Jack Benny and Carolyn Lee plead in behalf of Defense Bonds and Stamps; United Hunts meet at Piping Rock, L. I.

PATHE (Vol. 12, No. 84)—U. S. takes over six Danish ships; Roosevelt fills Supreme Court posts; Ground broken for first U. S. O. Club; Dutch royalty in New England; Boy Scouts mourn for Dan Beard; H.M.S. Newcastle in Rio de Janeiro harbor; U. S. closes German consulates; Washington air terminal opens; U. S. Army pilots study gliding; LaGuardia sees women's uniforms; Army tries gas mask soft ball; Harvard oarsmen defeat Yale; Rose festival at Portland, Ore. (Portland and Seattle only).

UNIVERSAL (Vol. 13, No. 989)—All on Robin Moor safe; Plane engine plant dedicated at Lockland, O.; Army takes up glider flying at Joliet, Ill.; New airport opened at Washington, D. C.; Mayor LaGuardia sees women's uniforms; Flag Day observance at Philadelphia; Harlan Fiske Stone new Chief Justice; Rose festival at Portland, Ore.; Harvard oarsmen defeat Yale; Rodeo at Livermore, Calif.; United Hunts meet at Piping Rock, L. I.

The Box Office Slant

The Shepherd of the Hills

(Continued from Page 9)

the previous Wright story "The Trail Of The Lonesome Pine." John Wayne, Betty Field and Harry Carey, supported by Beulah Bondi, James Barton, Samuel S. Hinds, Marjorie Main, Ward Bond and Marc Lawrence head a cast that makes each role outstanding. Director Henry Hathaway and Producer Jack Moss again prove their ability to turn out interesting, ticket-selling product. Tie-up with book stores and lending libraries and arrange windows and co-operative newspaper ads. Put plenty of color into your lobby and out front.

Catchline: "The story of a boy who has sworn to kill his father."

Moon Over Miami

(In Technicolor)

(Hollywood Preview)

20th-Fox **Musical** **91 mins.**

(Prod. No. 147—Nat'l Release, July 4)

AUDIENCE SLANT: (Family) A lavish musical that is perfect entertainment for these times.

BOX OFFICE SLANT: Looks like a swell bet for any situation.

Cast: Don Ameche, Betty Grable, Robert Cummings, Charlotte Greenwood, Jack Haley, Carole Landis, Cobina Wright, Jr., Lynne Roberts, Robert Conway, George Lessey, Condos Brothers, Jack Cole & Co., Robert Greig, Minor Watson, Fortunio Bonanova, George Humbert, Spencer Charters, Mel Ruick. **Credits:** Directed by Walter Lang. Screenplay by Vincent Lawrence and Brown Holmes. Adaptation by George Seaton and Lynn Starling from a play by Stephen Powys. Lyrics and music by Leo Robin and Ralph Rainger. Dances staged by Hermes Pan. Directors of photography, Peverell Marley, Leon Shamroy and Allen M. Davey. Technicolor director, Natalie Kalmus. Musical direction, Alfred Newman. Produced by Harry Joe Brown.

Plot: The story of two smart and saucy girls who inherit four thousand dollars. They decide to use the money for a swanky wardrobe, go to Florida and there find themselves rich husbands. One falls in love with a man playing their game, but the other one wins the wealthy fellow and everything ends happily.

Comment: Another one of those, by now, well-known and well-received Fox lavish musicals that is perfect entertainment for these times. This one has a delightful love story filmed in exquisite Technicolor and is jammed with quite a few tuneful melodies. With the marquee strength it carries, it looks like a swell bet for any situation. The cast is splendid with Don Ameche and Robert Cummings turning in excellent portrayals as the two playboy buddies in love with the same girl, while Betty Grable looks more gorgeous than ever and does some swell dance routines. In one number she is joined by Hermes Pan, the man who staged the dance routines, and this is something to see. Outstanding among the featured players are Charlotte Greenwood, Jack Haley, Carole Landis and Cobina Wright, Jr. Director Walter Lang deserves credit for a picture that is tops for entertainment satisfaction. All technical departments are on a high order. Take advantage of the hit songs in the picture and have them played on the radio, in night clubs and hotels. Hold a contest, with the cooperation of your newspaper, offering a prize to the girl chosen as the prettiest waitress in your town. Stress Technicolor in your front and lobby and if possible put in an artificial palm tree and hang colored cutouts of "millionaires" from it.

Catchline: "Two saucy little sisters on a millionaire man hunt"

Advance Dope

INTERNATIONAL LADY (UA) **Drama.** Rel. not set. **Principals:** George Brent, Ilona Massey, Basil Rathbone, Gene Lockhart, Marjorie Gateson, Martin Kosleck, George Zucco. **Plot:** An American G-man is sent to London to spread a counter-espionage net for a lovely blonde member of a sabotage ring. They become very much interested in each other and after the ring is broken up, plan a life together after peace has been declared. **Director,** Tim Whelan.

DOUBLE CROSS (Prod.) **Drama.** Rel. June 27. **Principals:** Kane Richmond, Pauline Moore, Wynne Gibson, John Miljan. **Plot:** A police Officer, out to get the gang who killed his friend and fellow officer, gains the confidence of the leader by pretending he holds a grudge against the force. When he is trapped, he switches roles and thus brings about the complete annihilation of the gang. **Director,** Albert Kelley.

GAMBLING DAUGHTERS (Prod.) **Drama.** Rel. July 18. **Principals:** Cecelia Parker, Roger Pryor, Richard Baldwin, Gale Storm, Sig Arno. **Plot:** Two young girls from an exclusive finishing school, are forced to steal jewels in order to pay their gambling debts to the "unknown" owner of a nearby roadhouse. They are saved from tragic consequences when a young insurance investigator arrives to straighten out the mess. **Director,** Max Nosseck.

PRIVATE NURSE (20th-Fox 1941-42) **Drama.** Rel. not set. **Principals:** Jane Darwell, Brenda Joyce, Sheldon Leonard, Robert Lowery, Ann Todd. **Plot:** Desperate for a job, a young nurse accepts another's call and finds herself helping the little daughter of ex-public enemy number one. She gets the job and then makes it her business to bring the child's father and his estranged wife together, for the happiness of all concerned. **Director,** David Burton.

BAHAMA PASSAGE (In Technicolor) (Para.) **Drama.** Rel. not set. **Principals:** Madeleine Carroll, Stirling Hayden, Mary Anderson, Leigh Whipper, Cecil Kellaway. **Plot:** A young man, whose family live on a bleak, barren island because their business is salt mining, finds romance at last when the beautiful daughter of a scoundrel, who has become overseer in order to cheat the family, comes there with her dad. **Producer-Director,** Edward H. Griffith.

DESPERATE CARGO (Prod.) **Drama.** Rel. not set. **Principals:** Ralph Byrd, Carol Hughes, Julie Duncan, Jack Mulhall. **Plot:** On board a clipper plane bound for the United States are a band of hi-jackers. They overpower the crew and lock them in the anchor room, and then take over. But Ralph Byrd, the purser, finds a way to release the prisoners and regain command. **Director,** William Beaudine.

An Amusing, Educational, Low Cost, Cash Award Contest That Brings 'Em In! Keeps 'Em Coming!

"SO-NO"



It's a Legal Bank Nite

More Fun Than Bingo

Everyone Plays! Winners Picked in 3 Minutes!

Capitalize on the "Quiz" Craze — Now!

JA-JAX ENTERPRIZES

Marion Hotel Bldg. Atlanta, Ga.

SHEIK OF BUFFALO BUTTE (Para.) **Western.** Rel. not set. **Principals:** Bill Boyd, Brad King, Andy Clyde, Forrest Stanley, Jean Phillips. **Plot:** Hopalong Cassidy and his pals are sent to Arabia to buy horses from the Sheik. One of the members of their party is kidnapped for ransom, so 'Hoppy' investigates, and with the help of the Sheik, disposes of the lawless element. **Director,** Howard Bretherton.

ROUGH RIDERS (Mono.) **Western.** Rel. not set. **Principals:** Buck Jones, Tim McCoy, Raymond Hatton, Tristram Coffin, Luana Walters. **Plot:** Buck Jones is sent to Mesa City to clean up a gang of gold thieves. There he learns that the stagecoaches are held up and the drivers killed, so he decides to drive a coach himself. In a terrific battle he and his friends clean up the mob. **Director,** Spencer G. Bennett.

THE SMILING GHOST (WB) **Drama.** Rel. not set. **Principals:** Brenda Marshall, Wayne Morris, Alexis Smith, Helen Westley, Lee Patrick, Roland Drew. **Plot:** Called "The Kiss Of Death Girl" because of the violent death of all men who become engaged to her, a rich debutante makes a pact with a "broke" young man. In this way the mysterious blight is explained and the girl's happiness saved. **Director,** Lewis Seiler.

CHARLIE CHAN IN RIO (Fox) **Drama.** Rel. not set. **Principals:** Sidney Toler, Mary Beth Hughes, Cobina Wright, Jr., Ted North, Victor Jory, Harold Huber, Sen Yung. **Plot:** Charlie Chan and his son go to Rio de Janiero to arrest a beautiful dancer for the murder of her lover. There they find she has been strangled, just before they arrived, so Chan sets to work solving her killing. **Director,** Harry Lachman.

1941-42 BLOCKS

RKO-RADIO BLOCK NO. 1

BEFORE THE FACT. Drama. Principals: **Cary Grant, Joan Fontain, Sir Cedric Hardwicke, Nigel Bruce.** Director, **Alfred Hitchcock.** Plot: Ne'er-do-well son of noble English family is lead in his pursuit of pleasure to contemplated murder of his wife, whose discovery of his intentions thwarts the plan and leads to his regeneration and heroism with the RAF.

THE DEVIL AND DANIEL WEBSTER. Drama. Principals: **Edward Arnold, Walter Huston, Ann Shirley, James Craig, Simone Simon.** Producer-Director, **William Dieterle.** Story: Adaptation of Saturday Evening Post serial and novel; deals with a debt-ridden New England farmer who bargains away his soul for prosperity; repents and enlists the aid of Daniel Webster to out-talk the devil and get back his soul.

FATHER TAKES A WIFE. Comedy-drama. Principals: **Adolphe Menjou, Gloria Swanson, Desi Arnaz, John Howard, Helen Broderick, Florence Rice.** Director, **Jack Hively.** Story: Original comedy of domestic squabbles in which the children worry over the romances of the father, instead of the father worrying over them.

LADY SCARFACE. Drama. Principals: **Dennis O'Keefe, Frances Neal, Judith Anderson, Mildred Coles, Eric Blore. Director, Frank Woodruff.** Story: Dealing with the adventures of a police officer whose efforts to track down an underworld character are hampered by an ambitious girl photographer, and how both succeed in their aims by working together —which results in capture of the criminal.

PARACHUTE BATTALION. Drama. Principals: **Robert Preston, Nancy Kelly, Edmond O'Brien, Harry Carey.** Director, **Leslie Goodwins.** Story: Concerns three young chaps who join-up and are trained to serve in the new branch of the U. S. fighting forces.

STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

THE PICTURE'S THE THING!

MARY PICKFORD, who is as level-headed and competent a business woman as she was a magnetic and charming actress, brought many delegates to the late convention of exhibitors in Los Angeles to their feet with an address about pictures and conditions facing production and theatres today.

The words of wisdom rendered so eloquently by Mary Pickford had, we suspect, their greatest appeal for the reason that she spoke a truth which the exhibitors know deep down in their collective heart.

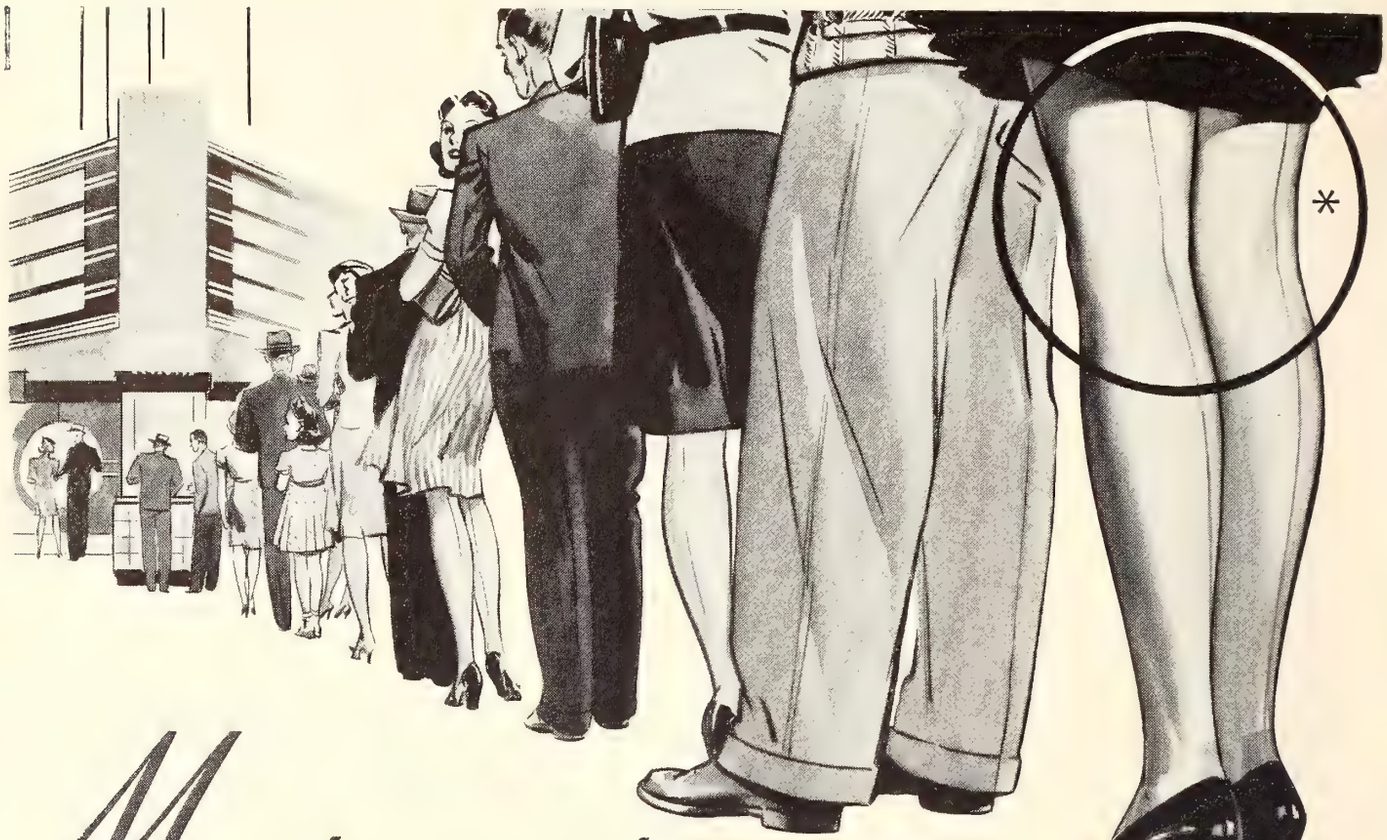
In the sweat and toil of operating a theatre, there seems to be, certainly of late there particularly has been, a disposition to forget that the theatre is still one of the most vital forces in any community. The proof is all around every member of this industry. In towns and cities throughout this country, the average business property adjacent to a picture theatre commands higher rent than business property which in other respects is its equal or even its superior. The result is that manufacturers and merchants of all sorts of merchandise as well as purveyors of food stuffs do make more money because there are "movies."

In all the determined drive of government and other agencies cooperating with national defense, the picture theatre is regarded as the most important of all mediums for reaching the public.

Possibly the reason the public seems apathetic to pictures and picture shows is due to some cause or causes beyond the ability of even our shrewdest men to understand. But, on the other hand, the reason may trace to a multitude of seemingly "little things" which are overlooked individually as insignificant but collectively may form a tremendous force.

One of the not "little things" could be a somewhat "jaded" attitude on the part of picture producers as well as exhibitors. If that is so, you can bet whatever you have that the industry itself has communicated some of that feeling to the public—not deliberately, not even wittingly. But the factor which differentiates the ace salesman from the mediocrity is enthusiasm for the merchandise he has to sell. The advertising man, and even more so, the showman, must be a super-salesman.

Possibly a general toning up of producer and exhibitor "morale" and enthusiasm which will communicate itself to the public could be achieved by a little less cynicism and a lot more confidence in pictures and picture shows as the best entertainment in the world. From the standpoint of the exhibitor, nothing, we think, could give him more confidence, more enthusiasm for what he is merchandising, than a reawakened understanding that "next to the church as a gathering place for Americans is the motion picture theatre," as Miss Pickford said.



More business for you . . . more comfort for them

since we've taken the pressure off the POPLITEAL* with

Feather Foam Front



**Popliteal—the delicate area behind the knee joint sensitive to pressure.*

NOW there's a brand new way to boom box office receipts—as theatres from coast to coast are discovering to their profit.

It's *Feather Foam Front*, American Seating's sensational new-type seat that is so luxuriously soft it takes the pressure off the Popliteal. Now patrons sit through the longest bill in comfort—with no hard seat edges to cause legs to go to sleep.

Feather Foam Front—available on American Seating's Bodiform, Commodore, Zephyr and Zenith chairs—is an entirely new kind of seat construction. Hard steel wires and rolled or stuffed packing have been eliminated. Legs at the Popliteal sink in comfortably—are protected from pressure.

See these great new *Feather Foam Front* chairs now. They cost no more.

As advertised in TIME THE WEEKLY NEWSMAGAZINE

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American Seating Company

GRAND RAPIDS, MICHIGAN

World's leader in public seating. Manufacturers of Theatre, School, Church, Auditorium, Stadium and Transportation Seating

Branch Offices and Distributors in 72 Principal Cities

Unique Design Marks Vogue, Vancouver

Odeon Theatres of Canada Expand Operation with New Luxury Picture House Planned to Give "Intimate" Atmosphere to Large Auditorium

The luxurious new Vancouver, B. C., Vogue, most modern theatre in Canada, had its opening in mid-April amidst exciting celebrations of which not the least important was that the premiere was a benefit performance for the Queen's Canadian Fund for Air Raid Victims.

The Vogue is the newest, and most distinguished, theatre in the circuit in British Columbia of Odeon Theatres of Canada Ltd. The building and operation of the theatre is under the supervision of William J. Long, district manager of Odeon Theatres of Canada, who has been in charge of the Vancouver operations of the company since 1940, when he disposed of his interests in Edmonton and in cooperation with the Vested Estates Ltd., commenced erection of the new theatre.

Seating capacity of the theatre totals 1347, comprising 218 seats in the loges, 301 in the balcony and 818 on the main floor. The theatre was limited to this size because the management is of the opinion the public prefers a well-filled theatre to one where a fair-sized audience is scattered over a very large building.

In design, the Vogue is perhaps one of the most beautiful theatres ever constructed. Simplicity has been the keynote of the designing and yet magnificent effects have been achieved.

However, apart from the aspects of the theatre which are pleasing to the eye, many innovations have been included which are designed primarily to add to the safety, pleasure and comfort of those in the audiences.



An imposing exterior is but one of the many very striking features of the Vogue Theatre, Vancouver, B. C.—recently opened by Odeon Theatres of Canada under the supervision of District Manager W. J. Long. The exterior is wine-colored structural glass with terra cotta columns, pearl grey, maroon and black entrance doors. The cast relief letters spelling the name "Vogue" on the sixty-two foot sign are finished in green with yellow edging beneath tubular outlining.

Class "A" Construction

The building is of class "A" construction. It is entirely fireproof, as wall, ceilings, floors, balconies and staircases all are of reinforced concrete and structural steel. The only timber used in construction was for furring and panelling.

Inasmuch as this is the first major theatre to be built in Vancouver since the advent of sound, it has been especially designed to develop the highest degree of acoustic perfection.

Further, it is the first completely air-conditioned theatre of its type to be erected in the Dominion west of Toronto, and it presents a multiplicity of new ideas in theatre architectural design.

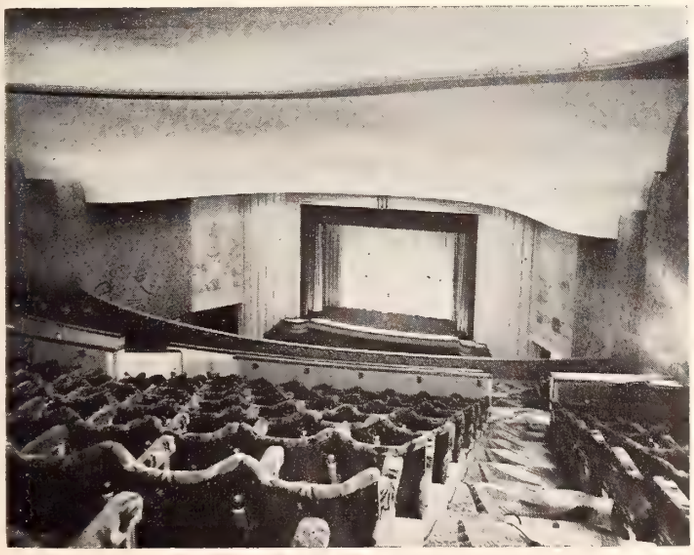
The seats are spaced so that there is a distance of 36 inches between the rows. This is four inches more than the standard legal requirements and the extra room was provided with the view to giving the additional comfortable leg-room to audiences.

For the present, the Vogue will feature sound pictures, but it is designed to handle vaudeville and road shows if necessary. Its stage has a 65-foot loft to fly curtains and drops. This 65-foot rise from the stage floor to the bottom of the grid give a foot clearance from the bottom of flying drops and curtains to the stage floor. The stage itself is 19 feet 6 inches by 49 feet, with a 35 by 24-foot proscenium arch.

There are nine curtain frames and three border racks in the loft, all being manually controlled on a counter-balanced system of lowering or raising. The curtains are of the draw type with automatic electrically controlled mo-

(*Continued on Next Page*)

Distinctive features of the auditorium, below, include the proscenium treatment, with arch built up in fluted column design, block fashion.



Seats and the seating plan, shown in view below, are on the luxurious scale. Note that lighting is from the three coves of the ceiling.



Modern Comforts Offered Vogue Patrons



Handsome veneer panelling is used for wall treatment in the foyers of the Vogue, in which the note of richness is carried out in every portion of this latest addition to the expanding operations of Odeon Theatres of Canada. The carpeting throughout the building is uniform —featuring a design worked out in tones of rust and tan and green, with black accenting. The stairway leading from lower to upper foyer is also treated with woods—a fiddleback maple, quilted maple and aspen being used. Lighting employs neon concealed tubing.

Below, the lower foyer, a room which gives patrons of the Vogue the impression which characterizes the entire building—a feeling of richness, warmth and intimacy that is remarkable in a theatre of its size. The opening of the Vogue gives the Odeon Company a total of twelve theatres under its operation in Vancouver. The company has two new suburban theatres nearing completion; one of which will be one of the largest suburban houses of the city. It will seat 1000 persons and will cost an estimated $60,000 to complete.



tors which can be operated from the wings or the proscenium room. The curtains are of the most expensive velvet and silk velours and represent the biggest order of its kind ever placed in Vancouver.

From the tiled terazzo at the entrance to the theatre to the back of the stage, the Vogue is beautifully and luxuriously appointed.

Heavy, luxuriant rugs cover the floors and the aisles and stairs. Great murals cover the walls, which are noted for their sweeping grace and which are entirely devoid of corners, so that the acoustics will be improved.

The walls also are done in panelled wood, which is a new development in theatre appointments. The seats are done in rich color tones.

There is no seat in the building's 1,347 that is "distant" from the stage or screen, in either a visual or auditory sense.

One of the most notable innovations is the "coved" ceiling.

Aside from its fine acoustical contribution and the beauty of its liquid curves, the radical design of the ceiling creates a lighting spectacle of striking modernity.

Striking Light Effects

In front of the four raised banks which arc across the Vogue ceiling are concealed lights, synchronized to gradually intensify the soft warm lighting like the rising sun.

Footlights in rich colors heighten the effect, as reds flow into deep blues and sea-cool greens, over the luxurious curtains of the stage.

Decorations in the Vogue are well in advance of modern theatrical trends.

Walls are done in rich velour, deep peach in background with an overlaid design of silver grey.

The orange of the ceiling fades into a glowing cream shade under lighting, blending harmoniously with the full-bodied carpet design of the aisles.

Flanked by heavy fluted columns in old ivory, the stage opening is a simple proscenium arch, while the rim of the stage curves out into the body of the theatre.

A deep pit in front of the stage will accommodate a large orchestra.

Woodwork around the rim of both pit and stage is highly finished and light in color, matching the fine panelling that is featured through the structure.

Beyond each fluted column is another of the Vogue's impressive novelties, two large undersea murals, rich in color and design.

Full-bodied decorative fish, multi-toned undersea "sponges" and bubbles rising through clear water make them a fascinating sight. As house lights go down, fish and bubbles "fluoresce" under the beams of "black light," invisible to the audience, which is projected from the roof.

The floor of the new theatre sweeps upward from the stage, giving every seat on the main floor a perfect view of stage and screen.

Here again, as is general throughout the new structure, beauty and utility have been coordinated in complete balance.

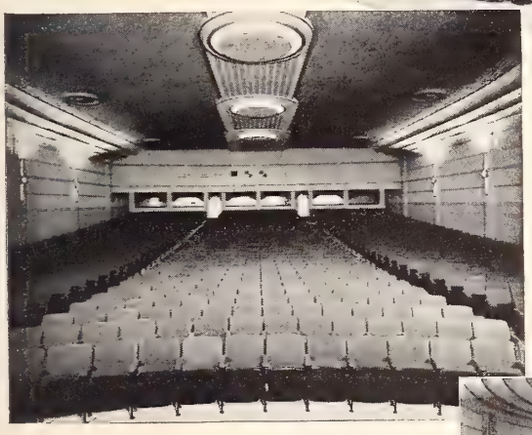
There are no "side seats" in the Vogue. A large screen and careful placement of more extreme seats make vision of pictures normal from every seat.

Placing of the screen well back on the stage eliminates blurring often found in extreme front seats, and makes forward seats in the new theatre equal to those anywhere in the house.

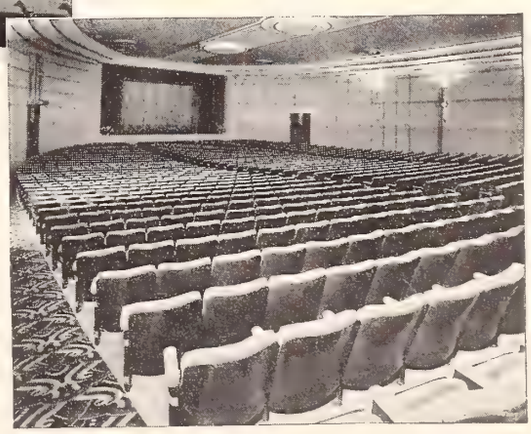


EVEN SMASH HITS MUST BE SHOWN "Last Times Today"

. . . but the comfort of Ideal Seating remains a PERMANENT ATTRACTION, draws extra business for you EVERY DAY!



Conceived for beauty, built for long life, but designed primarily for comfort, the Ideal line affords wide choice of constructions, designs, fabrics and colors. It includes a chair which exactly fits your budget, a modern chair in which high quality is evident in every part, a chair "built to excel—not just to compete."



Write today for quotations and literature. IDEAL SEATING COMPANY, Grand Rapids, Michigan. Export Office: 330 W. 42nd St., New York City. Attention: J. E. Robin.

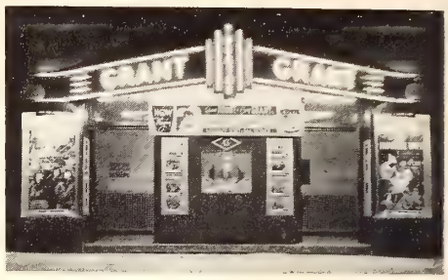
Shown is the installation of 1498 IDEAL ARISTOCRAT CHAIRS in the new CIVIC THEATRE, DETROIT, MICHIGAN.

Use "New Theatre" Angle in Drives To Sustain Interest in Showhouse

One of the best methods for keeping the theatre, as a physical plant, "alive" in the estimation of the community, is for the management to put on periodic campaigns designed to play up the house just as they would were it about to turn on the lights for the first time in a brand new showhouse.

That this method is practical, has been proved any number of times by progressive and alert showmen. The value of the idea has been demonstrated again recently by J. Harry Abbott, manager of the Grant Theatre, Georgetown, Ohio. The Grant is operated by Associated Theatres Circuit of Lynchburg. It is a somewhat unusual operation, in that the theatre is the property of the municipality of Georgetown. About $7,000 was spent by the town authorities to convert the former municipal building into a theatre, after which it was leased to the Associated company.

Recently the Grant celebrated its second anniversary, and Manager Abbott put on a campaign equal in vigor to many which herald the opening of a new theatre. There was a special section of the local newspaper, in which the Grant itself was played up with photographs of the exterior and interior, and stories carried information about the unusual features of the showhouse. In other words not all the publicity was given to the pictures to be shown during the anniversary celebration—much stress was placed upon the theatre itself. An appeal to local pride was made in stories about the name of the theatre—Grant is Georgetown's most honored name, since the town is distinguished as the residence of the former President and Civil War general.



The Grant Theatre, two years old, but played up like new.



The theatre which has been operating one or more years, moreover, is missing an unusual opportunity if it does not at least make an attempt to cash in on these anniversaries. The average theatre has a story to tell and if it is told in a simple and straight-forward way it can create and maintain the type of good will that will keep patrons coming to the older theatre year after year.

In the case in point, a special four-page supplement of *The News Democrat,* prepared and distributed by Abbott in connection with the second anniversary of the theatre was unusual. But of added significance was the fact that 4,000 extra copies were printed and distributed throughout Brown and Clermont Counties.

Thus, thousands of prospective patrons, who may not have known the theatre were reached by the theatre's unusual message.

The front page of the supplement is a fine example of the type of material suitable for a special anniversary number. The lead story gave full details of the theatre's opening and of those responsible for the enterprise.

A biographical sketch of Manager Abbott and publicity releases about attractions coming to the theatre and news items about film personalities, filled the balance of the front page. Inside pages also carried articles of interest to moviegoers.

The News Democrat, in a front page article, joined local business men and citizens in congratulating the Grant Theatre on its birthday.

The supplement is an example of what can be accomplished by the wide-awake manager when it comes to keeping interest alive in the established theatre which has been operating for some time.



Wagner Transparency Frames Make Your Best Advertising Medium—BETTER

With Wagner Transparency Frames and colored transparencies you can now employ

THE POWER OF LIFELIKE PICTURES IN COLOR

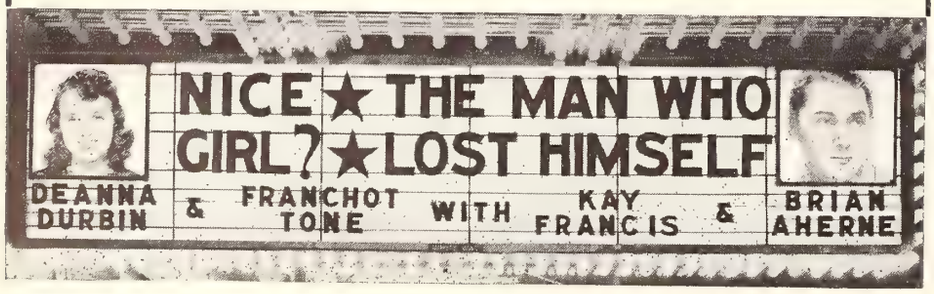
in your best advertising medium—the marquee. The illustrations above and below show Wagner Transparencies and Multi-Size Letters in use in the marquee and girder sign of the

Oriental Theatre, Chicago

using 12 Transparency Frames a week. Send for illustrated literature and full particulars on frames and servicing.

WAGNER SIGN SERVICE, INC.

218 S. Hoyne Ave., Chicago 123 W. 64th St., New York
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New Paint Saves Time

A new kind of paint oil combined with special high hiding power makes possible a paint that will overcoat calcimined surfaces. This paint makes it possible to cover an old calcimined surface without washing, shellacing or sizing, according to the manufacturers. This new product makes possible a new short-cut for ceiling work.

Speaking of Theatre Operation

Cleaning the Theatre

by Franc Arnold

One thing of which the manager is certain when he unlocks his theatre in the morning is that it is going to be dirty by night. The task of keeping the theatre clean is an ever present one, and demands more than any other duty the closest supervision. The job of detecting dirt has always been an easy one, and it is literally possible to smell cleanliness upon entering the theatre in the morning. A peek here and there, provided they are directed to different places every day, will give you a good idea just how efficient your cleaners are.

An expression about which we hear a great deal and to which I personally take exception, is that other businesses have pilfered all the ideas of show business. To do this other business men would have to get up *tomorrow today* —because the show world never stands still a minute. What commercial business has taken have only been our old, long established ideas. One of these is the theatre's conception of cleanliness and sanitation. For example—the filling stations.

Right now cleanliness is more important to show business than ever before. We have to compete now with restaurants, filling stations, and other such types of business that have made cleanliness a matter of great importance, known only in the home, hospital, and theatre. We have to compete also with the smart operators of new establishments such as bowling alleys and taverns, who keep their places immaculate.

In the past a dirty, filthy washroom was considered mere neglect on the part of the manager. Now it is a crime of the first magnitude. This is a good time to mention the fact that the only parts of your theatre besides your lobby that the patrons see under the stark reality of bright electric lights are the rest rooms. So of course, any neglect here is shown up a hundred fold. There are now many toilet seats on the market that gain lusters and polish with every cleaning, whereas the old seats chipped and cracked from vigorous cleaning. This is only one of many new aids.

By the aid of a putty knife and gum remover, followed up with soap and hot water, the auditorium floor can be kept spotless. With new cleaners for carpets that practically do their own work, it is no longer necessary to have a professional outfit make an expensive job of it. If you do not know where to buy these modern cleaning aids, or would like further information on the subject, write to this department, and the information will be furnished to you.

Much of the above is run-of-the-mill routine and, I am sure, is being efficiently handled in all theatres. However, I would like to mention here a few of the often neglected spots, which, when properly taken care of, add that extra sparkle and luster that increases the patron's pleasure.

1. Wash and polish your marquee letters now in your letter room and the next time you change attractions, wash those letters in the marquee. Wipe the bulbs and reflectors behind them. Then a good scrubbing of your soffit and a wiping of the bulbs there will give your entire marquee a new radiance.

2.—Use your vacuum cleaner on your orchestra floor against the edges of the carpet. You will be surprised at the amount of dirt lodged there.

3. Take the counter weights off your stage curtains and drop the top baton to the floor and, as you put the weights back, and raise it, give it a good cleaning with your vacuum cleaner or a broom if there is no fixture to your cleaner that will do the job.

4. Have your porter remove all grill and lattice work and remove any dirt in back of it. Do the same with radiator covers and screens.

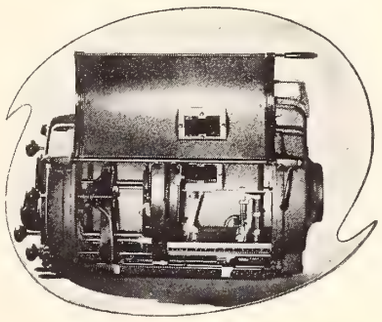
5. Often dust lodges on your fly-loft and, when your fans are put in use in the summer, this dust circulates through your house for weeks.

6. At least once a week all doors and fire exits should be placed ajar and the sills should be hosed or mopped. This is another place where dust gathers and the zephyrs carry it into your auditorium. (Most theatre janitors are directed to keep exit doors open to air out the auditorium *every morning.* Theatres that *do not* air out *every day* are the exception, rather than the rule.)

7. Brass, marble, glass and mirrors must always be kept spotless regardless of the effort expended.

When You Announce Your Fall Program

ALSO ANNOUNCE MODERN PROJECTION



You'll buy the best pictures.
You'll pay important money for them.
So provide equipment necessary for their proper presentation.

Black and white prints will be more dense than formerly.
There will be an increased number of Technicolor pictures.

You can't expect satisfactory projection with the dim, yellow light of your low intensity lamps.

The Brilliant, Sparkling, Snow-White Light of the

Simplex HIGH

One-Kilowatt Projection Arc Lamp

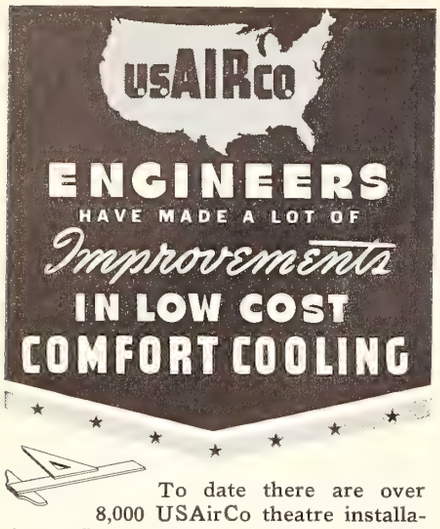
is absolutely essential.

It projects twice as much light with but slight increase in operating cost.

See the Simplex High in your own theatre and see the difference.

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There's a Branch Near You



To date there are over 8,000 USAirCo theatre installations. Such a record brings justifiable pride in having attained the industry's No. 1 position in theatre cooling. But its real significance lies in the benefits to be derived by the exhibitor from the wide and varied experience it represents.

Many of these thousands of installations presented new and unusual problems to challenge the skill and ingenuity of USAirCo engineers. Their solution upset many an apple-cart of old-time air conditioning theory. New, more practical, more economical methods had to be devised. As a result, scores of improvements have been perfected by USAirCo engineers which have brought Kooler-aire to new peaks of efficiency and costs down to the lowest level in years.

You, like every other smart operator, no longer question the need for comfort-providing, business-building theatre cooling. But you are concerned over what type of system will do the job best at the least cost. Equally important — Who makes it? Who installs it? Who stands back of it?

So before you invest in comfort cooling equipment, get the answers to these important questions. Learn what is new in theatre air conditioning. Get all the facts about the different types of cooling — blower, evaporative, cold water, refrigerative—all of which are made by USAirCo.

Find out how little Kooler-aire costs—how easy it is to buy—why the theatre industry has for 17 years made USAirCo its first choice.



UNITED STATES AIR CONDITIONING CORP.
Northwestern Terminal
Minneapolis, Minnesota.

Name .....

Theatre ..... Capacity

City ..... State .....

Butterfield's Michigan Gives Traverse City Third Theatre

With the opening of the Michigan Theatre on May 28, the W. S. Butterfield Theatres, Inc., now operate three picture houses in Traverse City, Mich.

The new Michigan has a seating capacity of 1250. It operates as a two-priced house, 40 cents in the orchestra and 35 cents in the balcony.

Built by the Christain Company of Lansing, Mich., construction was started last September. Some delay was encountered in securing steel but the contract was completed on schedule.



Gus Bartram

The interior decorating scheme is red and green, the walls are genuine mahogany veneer. An air conditioning plant embracing three methods of air change is included in the building.

Gus Bartram, former member of the vaudeville team of Bartram and Saxton and more recently manager for W. S. Butterfield Theatres, Inc., is manager of the three properties.

Bartram is known as Gus the singing manager. Gus Bartram has been in show business about as long as he can remember. His latest triumph is the gala opening of the Michigan Theatre, and he's mighty proud of the finest theatre in Northern Michigan.

Gus began his career out in the front of the house, taking tickets and selling advertising and running back to take a solo before the curtain. His high tenor won him fame from coast to coast. In the act of Bartram and Saxton he played all the major picture houses in the country, did some work on the air and played a Broadway engagement, but most of those 20 years he played in vaudeville.



When Gus quit the stage he went into the restaurant business in Lexington, Kentucky. After four years he came back to the theatre. This time it was as manager in the W. S. Butterfield Theatres, in the last three years he has been manager in Pontiac, Manistee and upon the death of Con Foster he went to Traverse City.

New Novelty Scenic Showroom

Novelty Scenic Studios, pioneers in theatre decoration, has completed redecoration of its showroom, using a color scheme of rust, soft greys and blues.

The walls are paneled in grey leatherette, in a new style of treatment and are further decorated with a frieze depicting the advance of civilization.

Turns Unused Room into Child Nursery

There may be many a theatre in which some unused room—particularly a stage dressing room—could be converted into a service feature such as is provided in only the most modern new-built houses.

Charles B. Poorman, manager of the Lyric, Newmanstown, Pa., applied the idea suggested above to his theatre with the happiest kind of results. For one thing, Poorman's idea makes the older Lyric one of only two theatres in Eastern Pennsylvania which have a nursery where children are cared for while their mothers see the show.



The photograph shows the nursery which Poorman established in a back-stage dressing room. While the room is small, it is adequate for the particular house.

Facilities are provided to care for babies or small tots, in charge of Nurses June Swope and Vivian Hoover. Toys were donated to the Nursery, which were repaired and re-enameled. The walls are adorned with comic characters, designed by Poorman, as was also the modern lighting. The Nursery is proving highly successful, in that it removes the noise element of small children in the audience, and at the same time, the kiddies have an enjoyable experience. The Lyric is one of the Mark Rubinsky Theatre Circuit.

Economies Can Offset the Summer Slump

Cut Down Light Consumption, Phone Calls, Stamps, Water, Soap—Other Small Expenses

Now that mid-summer is here with its consequent drop in attendance, it is good business to review operation to see whether you cannot offset this loss slightly by economies of operation—economies which will not affect in the slightest degree the quality of the service you are rendering to the public.

In your home in the Summer, your bill for light and power is considerably less than in Winter. While the same will not hold true to equal extent in the theatre, nevertheless certain economies which will help to reduce this very large item of expense can be effected.

First of all, with longer days and Daylight Saving Time prevailing in many localities the outside signs do not have to be lighted nearly as early as they do in the Winter. Furthermore, instead of leaving signs illuminated constantly, flashers will give just as much of an effect and will cut the current consumption by 30 to 40 per cent. To control the use of current for electrical displays including roof, marquee and vertical signs, set a daily operating schedule and post it at the switches so that whoever is responsible for lighting them will see what time each is to be turned on.

When janitors are working, if sufficient light from exit doors cannot be obtained, provide portable lights so that they need not burn all the house lights while cleaning the house.

When the last show closes or when the box office closes, several light circuits can be cut off. You need only have half the lights on the soffit burning and exterior display lighting can be eliminated at this time, too.

Save on Exit Lighting

Exit lighting can be reduced by using 10 and even 7½ watt clear lamps instead of the frosted variety. Look in janitors' store rooms, dressing rooms, equipment rooms, etc., and see whether you can't cut down the wattage of the bulbs in these places.

Many managers are under the impression that dimmers cut down the amount of current. This is a fallacy, since dimmers, while decreasing the intensity of the illumination, also set up a series of resistances; thus while the actual illumination is decreased the meter will still register the full amount of the wattage for that circuit. A better method of cutting down the light in auditoriums is to decrease the size of the bulbs. Also, you need not illuminate all of the colored circuits during matinees.

A good method of economizing in Summer is to close off the balcony for the matinee, opening it up only when the evening rush starts. In this way you can dispense with all lighting in the balcony and also save by not having an usher or ushers for the balcony.

While electricity may be one of the most important ways to save in the Summer, you can also cut down on a number of other items which while petty in themselves, add up to a considerable sum.

For example, a small lock attached to your dial phones so that they cannot be used promiscuously will result in substantial savings. If your phones are not equipped with dials, your only recourse is to lock up the phone itself. These measures will control use of the phone by outsiders. But you, yourself, must reduce the number of phone calls. Before making a call, stop and think whether a penny post card might not serve the purpose.

Even on the mail, savings can be made. If you are with a circuit, see that all your reports go in the same envelope with small envelopes addressed to individuals inside. The same holds true of your correspondence with exchanges whether you are a part of a circuit or an independent operator. Send checks for film along with booking requests.

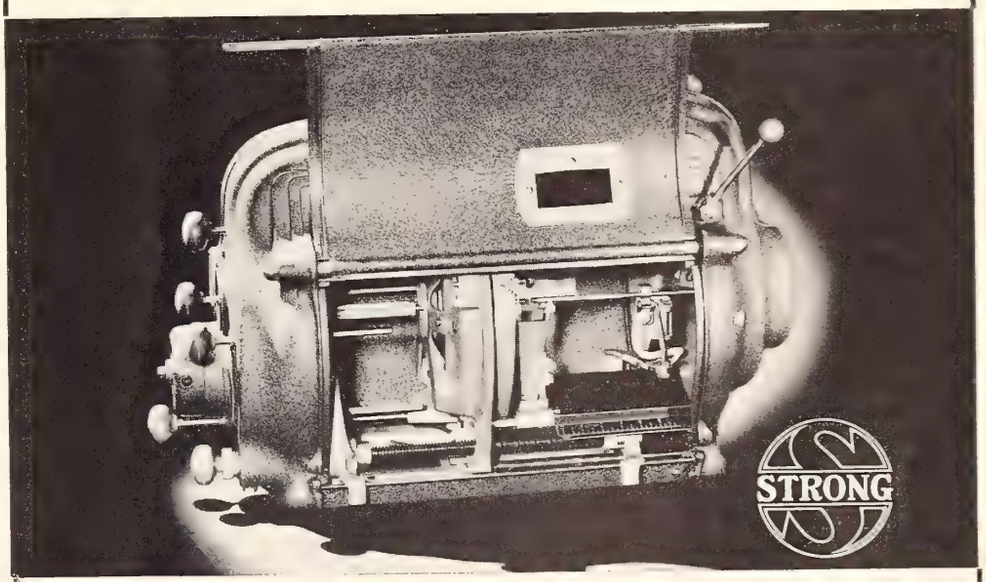
Many theatres pay for water and in Summer, because of operation of the cooling system, the water bill is apt to be high. Check all pipes periodically for leakage. Not only will this reduce the consumption of water but a small leak may become more extensive, leading ultimately to a big repair bill. Adjust the pressure on the urinals and toilets to be sure that there is not too much flow of water. If the lavatories are equipped with automatic flushing devices, make sure they are shut off between shows and during the night.

Cut down on overtime as much as possible. After you have scheduled your show, go over it again with an eye to reducing the overtime. Not only do you have to pay extra salaries, but light and power goes on as well.

Dilute the liquid soap in restrooms with a little water. It is just as efficient in this way and much less costly. Cut down on the supply of towels on Saturday and Sunday afternoons, as children are apt to be extravagant with them.



NOW FOR THE FIRST TIME
THOUSANDS ARE SEEING
TECHNICOLOR as it should be seen



. . . and now that they have an appreciation of how really beautiful color pictures can be if properly presented, they will not readily accept a substitute.

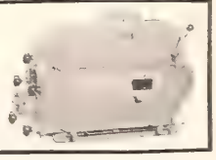
The intermediate high intensity lamp with its snow-white light, has made this improved projection possible. Satisfactory presentation of Technicolor pictures has been proven out of the question with the muddy yellow light of the low intensity.

The Strong Utility One-Kilowatt Projection Arc has put high intensity lighting within the reach of even moderate sized theatres. It projects twice the volume of light of the low intensity arc with an increased combined current and carbon cost of less than 2c an hour.

Protect your business at once by installing Strong Utility Arc Lamps.

Your Independent Theatre Supply Dealer will gladly demonstrate in your theatre without obligation.

THE STRONG
Electric Corporation
2501 Lagrange St.
TOLEDO, OHIO



LOST & FOUND CUPBOARD EFFICIENT TIME-SAVER

A way to save time—also to find quickly the "lost" articles that previously have been "found" and turned in to await claimants—has the endorsement of Manager Marshall of the Rideau Theatre, Ottawa.

The piece of equipment necessary is called a "lost and found cupboard." This is nothing more than a case, or box, with a hinged door equipped with a lock, an interior compartment divided by an upper and a lower shelf, and a top having a large slit.

As articles are found in the theatre, they are dropped through the opening into the cupboard. Thus they fall on the top shelf. At the end of the week, the doorman who is in charge of the "lost and found" department opens the cupboard and removes all articles not claimed from the top to the lower shelf.

As articles found during the current week are in the top compartment, this eliminates the necessity for searching through a large assortment of things to locate a missing item being sought by a claimant.

Projectors, Carpets, Cooling Lead Sales

National Theatre Supply Company's sales continue to soar, according to reports from headquarters of the company. Simplex Projectors and Sound, cooling units and carpets are among the leading articles of the heavier equipments which are in demand, NTS states.

Among installations reported by the company's branches during the past few days, are the following:

Simplex Four-Star Sound: M. A. Carpenter, Lake Theatre, Lake George, N. Y.; Police Recreation Center, Platte Cove, N. Y.

Super Simplex Projectors: Chas. R. Mitchell, Magic Theatre, Barbourville, Ky.; Gabriel Ruben, Art Cinema, Pittsburgh, Pa.; J. P. Papayanokos, Union Hall, Gouveneur, N. Y.; Edison Theatre, Ft. Myers, Fla.; Tampa Theatre, Tampa, Fla.

E-7 Projectors: Oglietti Bros., Palace Theatre, Leechburg, Pa.; Schine Circuit, Norwalk Theatre, Norwalk, Ohio.

National Carpeting: Carnegie Theatre, Carnegie, Pa.; Lyric Theatre, Oil City, Pa.; Joseph Bell, Bell Theatre, Fayette City, Pa.; Austin Interrante, Rowland Theatre, Phillipsburg, Pa.; Dosta Theatre, Valdosta, Ga.; Campus Theatre, Milledgeville, Ga.

Walker PM Screen: Chas. R. Mitchell, Magic Theatre, Barbourville, Ky.; Municipal Theatre, Millheim, Pa.; Police Recreation Center, Platte Cove, N. Y.; Benton Circuit, Capitol Theatre, Whitehall, N. Y.; J. P. Papayanokos, Union Hall, Gouveneur, N. Y.; Schine Circuit, Norwalk Theatre, Norwalk, Ohio; Lindale Auditorium, Lindale, Ga.; Edison Theatre, Fort Myers, Fla.

National Cooling Equipment: Theodore Berkley, Royal Theatre, Harrisville, N. Y.; Schine's Paramount, Glens Falls, N. Y.; Union Hall Theatre, Gouveneur, N. Y.; Fox Intermountain Theatres, District Office, Denver, Colo.; Paramount's Fox Theatre, North Platte, Neb.

National Marquees: W. T. Cain, Jr., Garden Theatre, Louisa, Ky.; Mrs. E. Miles, Palace Theatre, Dayton, Ohio; Mrs. E. Miles, Pythian and Grandview Theatres, Columbus, Ohio.

Chas. R. Mitchell has purchased Simplex High Lamps and National Rectifiers from the Cincinnati Branch for the Mitchell Theatre in Barbourville, Ky. National has also installed Super Simplex Projectors, Simplex High Lamps, National Rectifiers and a Walker PM Screen in Mr. Mitchell's new Magic Theatre at Barbourville.

Simplex Four-Star Sound, Super Simplex Projectors, Simplex High Lamps, National Rectifiers, Super Cinephor Lenses, Walker PM Screen and National Comfort Cooling Equipment have been installed in the Union Hall Theatre at Gouveneur, N. Y.

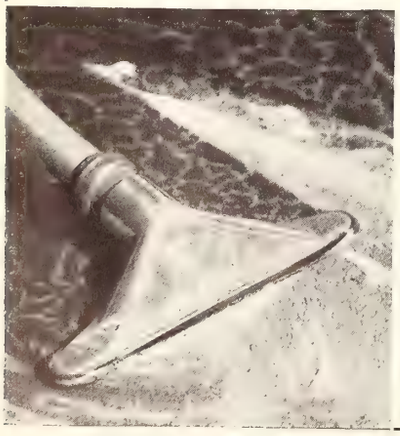
Super Simplex Projectors, Simplex High Lamps, Hertner Transverters, Super Cinephor Lenses, Walker PM Screen and booth equipment have been installed in the Edison Theatre at Ft. Myers, Fla., by the Atlanta Branch.

Getting New Sound System No Problem for Lake Theatre

In spite of the effect of the Defense Program on equipment deliveries, getting new Simplex sound systems into theatres appears to be no problem for National Theatre Supply Company as evidenced by the following letter to R. P. Rosser, Jr., NTS Albany branch manager from Bob Yates of the Lake Theatre, Lake George, N. Y.:

"Permit me to thank you for the prompt delivery and installation of our new Simplex Sound System, which you have just installed, for in these days, when it is so hard to get delivery, I really feel that we owe you a vote of thanks, particularly when the order was taken, the delivery made, and installation completed, all in little over a week's time."

You Do These Special Money-Saving Jobs For Yourself . . .





Powerful suction, plus specially designed tools, make Super cleaning the biggest profit source in the entertainment field today.

You will clean your own screen—in a few minutes—whenever you want to. You will shampoo your carpets where they lie. You will clean your lamp house, walls, draperies, upholstered furniture, venetian blinds, high places and things. As often as you please, as easily as you clean the floor. With the Specialized Super Theatre Cleaner. Try it 5 days free—all risk ours. See why leading theatres everywhere clean with the Super—the one cleaner engineered for your job. The National Super Service Company, 1951 N. 13th Street, Toledo, Ohio.

Elaborate Plans for Long Beach Theatre

Construction is under way on a theatre at Atlantic Avenue, Long Beach, Calif., from plans by Carl H. Boller, architect of Los Angeles. The owner is Ivan C. Hanson, who also owns the Cairo Theatre, Los Angeles. It is scheduled for opening in September.

The project covers a tract 160 x 115 feet to an alley and comprises a 1000 seat ground floor theatre—on the "L" shape plan with a large 22 foot commodious foyer extending to a 34 foot anterior which connects a 40 foot semi-circular entrance lobby having a 76 foot tower at one side. The balance of the frontage will be shops.

The entire structure is of reinforced concrete and steel tied brick masonry. The building will be fully air conditioned and insulated.

DeAngelis Plans Rebuilding Of "Oddest Theatre in U. S."

Plans for the rebuilding of the Main Street Theatre, Gaylton, Pa., recently destroyed by fire, have been entrusted to Michael J. DeAngelis, theatre architect of Rochester, N. Y.

The property is owned by J. Albert Nordquist of Gaylton, and the theatre is believed to be the only one in the United States in which the entrance is on the street level with steps down to the balcony, and from which balcony patrons descend to the orchestra floor of the auditorium by another stairway. This odd design was publicized by Robert Ripley in one of his "Believe It Or Not" cartoons.

MAINTENANCE CHECK-UP CHART

Here are the "musts" which theatremen who adhere to high standards of service insist should be observed with respect to proper maintenance of theatre seats.

1. No theatre should provide anything other than comfortable seats.
2. No seats should be permitted to become torn and in run-down condition—because chairs are easily maintained in good condition.
3. No chairs should be allowed to become loosened from the floor—tightly fastened chairs wear longer, and chairs that "rock" or vibrate on their feet are mighty annoying to the patron.
4. Working parts of the chairs should be given constant attention, with hinges lubricated and in proper adjustment at all times. DON'T have any squeaking chairs in your theatre if you want to retain the respect of your patrons.
5. Watch out for splintering or roughness in wood panels, if your chairs are constructed with wood backs—there is sure to be costly damage claimed by a patron sometime soon if chairs have this defect.
6. No chair springs should be allowed to become sagged—thus making them uncomfortable as well as giving patrons the fidgets for fear the whole seat will give way and dump the customer on the floor.
7. Chair coverings should be kept clean at all times—and in good condition. Breaks or rips should be mended or patched immediately upon discovery of the fault. Frequent cleaning with materials which are efficient and plentiful on the market is necessary.
8. If there are chair-standard aisle lights, these must be maintained so as to avoid over-lighting or glare which interferes with sight of the patrons.
9. Chair backs, arm rests and standards must be cleaned and when such is required, painted to keep them in new-looking condition, or at least to prevent that "jaded" look which comes whenever a bit of paint is needed.
10. Chewing gum must be removed from all chair backs and under-seats DAILY.



New Theatre Construction

Spartanburg, S. C.—A permit for the erection of the new Ritz theatre for Negroes on Trimmier Street has been issued by the building inspector. Estimated cost of the project is $18,699.

Providence, R. I.—Albert H. Cipriano has renewed a petition with the Cranston Zoning Board of Review for permission to erect a motion picture theatre at Broad Street and Norwood Avenue.

Charlotte, N. C.—Contract for construction of the Plaza Theatre, neighborhood house, on Central Avenue near the Plaza, has been awarded and work started recently. Builders are A. B. Craver and Tom Little at an estimated cost of $50,000.

Americus, Ga.—An Americus landmark has passed with the tearing down of the old post-office to make room for the new Martin Theatre.

Pass Christian, Miss.—Henry Meyers is building the Harlem Theatre, a 500-seater on Main near Division Streets.

Hickory, N. C. — Ernest and Clarence Whisnant are erecting the Paramount Theatre at an estimated cost of $100,000. The house will seat 1,200.

North Sacramento, Cal.—The Blumenfeld Theaters, Inc., has asked for bids on the proposed Grand Theatre to be constructed at an approximate cost of $65,000.

Miami, Fla.—Construction of a $135,000 stores and theatre building is planned for S. E. First Street and Third Avenue. Carl H. Blohm is the architect.

Bishop, Cal.—Harry Holland, veteran exhibitor, plans major alterations to his theatre which includes widening to permit more seats, a new marquee, new booth, etc.

Fallon, Nev.—A new theatre is being erected here by the operator of the New Fallon Theatre.

Washington, D. C.—Charles Olive, managing director of the K-B Amusement Company, announced recently that the circuit would erect a new theatre at Benning Road and Minnesota Avenue. John J. Zink, local architect, prepared the plans.

Arlington Heights, Ill.—D. L. Knapp, manager of the Arlington Theatre, has disclosed that a $70,000 theatre would be constructed.

Calumet, Mich.—The Braumart Theatre Company is erecting a 750-seat theatre and expects it to be completed this summer. The theatre will be air-conditioned.

Longview, Wash.—Work is under way on construction of a theatre for E. R. Cummings. The project is expected to be ready for an August 1st opening.

Sheridan, Wyo.—Plans for rebuilding the Lotus Theatre at an estimated cost of between $65,000 to $75,000 have been announced. The change would add 200 seats, bringing the seating capacity of the theatre to 900.

Tulsa, Okla.—Excavation work has started on the theatre to be erected by Griffith-Southwestern Theatres, at Pine Place and Cincinnati Avenue. The house will seat 800 and was designed by Corgan and Moore, Dallas architects.

Clairton, Pa.—An 800-seat theatre is planned to replace the old Hendel Theatre building at Halcomb and Miller Avenues.

Gulfport, Miss.—Paramount-Richards has obtained a permit for a 1,000-seat theatre at an estimated cost of $48,000.

Wilmington, Del. — Benjamin Shindler, manager of the Ace Theatre, has announced plans for construction of a $100,000 movie theatre at Maryland Avenue and Boxwood Road. The house would seat 800 and be ready in the fall.

Philadelphia—The Aronimink Corp. plans to construct a theatre in conjunction with a proposed shopping district in Aronimink Estates. Theatre and stores will be of Colonial design.

Romney, W. Va.—The Alpine Theatre Company has signed a contract with the Powell Motor Company by which the latter's building will be converted into a motion picture theatre.

Red Bank, N. J.—Plans to erect the proposed $150,000 Colonial-type theatre have been revised with the possible site of the new theatre expected to be the former Elks' property on East Front Street. It would seat 1,400.

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Norfolk, Va. — Ralph Realty Corp., Sol Halprin, president, has announced proposed plans to erect a theatre as part of a business development and civic center at Ward's Corners. Part of the project will consist of a parking lot for 200 cars. Harry Adelman drew plans.

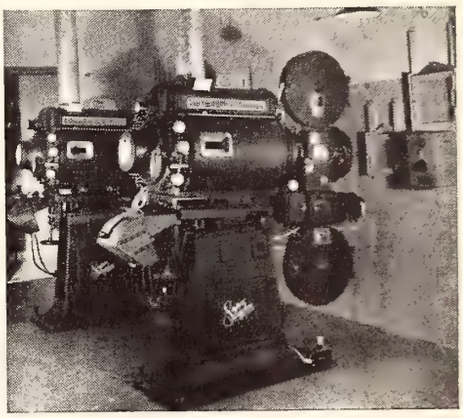
Chowchilla, Cal.—R. B. Smith has awarded a contract for construction of the New Sierra Theatre, a frame stucco stadium building with seating capacity of 500.

Seattle, Wash. — Stirling Theatres, John Danz, president, has announced that a $200,000 theatre would be erected on a plot 108 by 300 feet, from plans prepared by B. Marcus Priteca.

Bayton, Tex.—Construction was started

(Continued on Page 29)

• This is where
• good business
• is born



GOOD BUSINESS at the box office begins right in your projection room. That's where satisfied patrons are created.

If your box office is puny, ailing and in need of a business bracer, try the stimulation of Simplex in your projection room. It's the preferred projection and sound tonic for building business.

Simplex gives you the superior picture quality, the smooth performance, the long-time economy no other projector can equal. Simplex engineering is known the world over for continued advancements in design and many exclusive features.

When you think of improving your theatre, think of your projection room first. That's where good business is born.

NATIONAL THEATRE SUPPLY COMPANY

Simplex

is the preferred

PROJECTION & SOUND

STR EQUIPMENT LITERATURE BUREAU

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to theatre equipment and the maintenance thereof. Theatremen are urged to use this service to keep well informed on new equipment, improved equipment and methods of maintaining the showhouse in an efficient and economical manner. There is absolutely no obligation involved in your request for the booklets described. Information on equipment not listed likewise may be requested and we will endeavor to obtain for all theatremen the desired material. In requesting literature, other information of this Bureau, please write name, name of theatre, and address plainly. Our only request is that the name of the theatre as well as street address appear on blanks or letters.

FOAM RUBBER CUSHIONS: The very newest, most improved from every standpoint of durability, comfort and cleanliness, is the foam rubber theatre seat cushioning. A degree of luxury seating that surpasses anything yet accomplished has been achieved by American Seating Company by a new construction of foam rubber over spring-arch cushioning. The new development is described in a folder that belongs in the file of well-run theatre organization. No theatre man is informed on the latest in seating equipment who is without knowledge of this new type of patron comfort, so we recommend you send in now for a copy of this folder.

PROJECTION LENSES: There's many a theatre, sad to say, in which better projection would be the order of every show were the lens system all that it could be in view of vastly improved optical equipment now available. The theatreman can obtain some interesting first-hand information on the subject of lenses via a folder which is now offered readers of STR through the courtesy of Bausch & Lomb Optical Company. The folder includes information about the new coated lens, which had its first theatre application with the presentation of "Gone With the Wind" in Loew's theatres.

"PACKAGED" AIR CONDITIONING: Many strides have been made in development of the unit type of apparatus for theatre air conditioning and it will pay showmen to follow the progress in this line. There's a very informative, and very handsomely done, booklet on the new models of unit conditioners recently introduced by U. S. Air Conditioning Corporation. This interesting piece of trade literature is worth having for its immediate interest and also for preserving in the files on available theatre equipment.

WATER COOLERS: Engineers and designers have given much thought to the subject of water coolers for public buildings. The new equipment is becoming familiar to the public through its installation in many other types of building, and theatres cannot afford to allow fellow merchants to surpass them in affording patrons the latest in such necessary conveniences. We know of no better source of information as to what the newest in water coolers offers than a booklet recently issued by Westinghouse Electric & Mfg. Co. We will send you a copy of this booklet upon receipt of your request. It's worth having.

PROJECTION ROOM PLAN: Whether you are considering new building, remodelling, or just want to keep up with what's latest in projection room design, there's valuable information and much illumination toward a better practical understanding of projection requirements in a new booklet from Motiograph, Inc. This is a fine piece of trade literature publishing, a handsome booklet well worth your while as to current interest and for filing as a reference on projection matters. Send for a copy.

RUBBER MATTING: Come rain or shine, the lobby with the proper matting installation proclaims a theatre run with a view to the right notions of comfort and "housekeeping." Those mats out front will keep literally tons of dirt outside the theatre during the course of a year. Moreover, they will reduce the disturbing sounds of scraping feet and clumping of heavy heels on the terrazo or stone flooring at the entrance. Gay colors in harmonious designs are available in mats specially designed for theatre uses, and it will pay theatremen to have a look at the latest matting material made by one of the leading manufacturers. Thus we offer an instructive, illustrated folder on rubber matting issued by the American Mat Company to all interested showmen. Send for one.

VACUUM CLEANERS: We've never heard anybody complain that a theatre, any theatre, was too clean—which goes to show how much is demanded of the theatre in respect to its state of cleanliness. That fact alone stresses sufficiently the need for proper cleaning methods and proper cleaning equipment. The surest way to efficiency in proper cleaning is, first: supply the janitorial staff with the right equipment; second, set up a regular routine to be followed faithfully. So far as the equipment is concerned, a good vacuum cleaner is an absolute essential. In order to get a new perspective on the subject of how much work can be eliminated, how much equipment can be made to last longer as a result of proper and frequent cleaning, theatremen would do well to obtain a copy of a very practical paper on the vacuum cleaner manufactured by National Super Service Company. The National machine has been particularly adapted to theatre uses. It is described and illustrated in a folder we shall be glad to send to theatremen requesting this important piece of trade literature.

PROJECTION LAMPS: In its field, no organization has specialized with more outstanding results than the Strong Electric Company, manufacturer of projection lamps. The light source for projection is a vitally important factor in picture presentation, and in showmanship itself; and no manager, much less no projectionist, should pass up the opportunity to gain all possible knowledge of projection lamps. There is no more practical and rapid way to inform yourself on that matter than by obtaining a booklet published by Strong. Send for yours now.

LIGHTING EQUIPMENT: Kliegl Bros., long-time specialists in theatre lighting, have published a fine bulletin describing and illustrating numerous types of lighting equipment for various applications, including architectural, theatrical, photographic as well as common forms of lighting fixtures and specialties. This is a valuable bulletin for the showman's files and we recommend you obtain a copy.

RECTIFIERS (TUBE TYPE): Many claims are made for the economy of power conversion by means of the bulb or tube type rectifier. Forest Manufacturing Corp. has specialized in the development of this type of power converter and now offers units to serve intermediate high intensity, also. Suprex and Low Intensity arcs. A new booklet concerning this equipment will give you information about this type of rectifier, and you may have one for the asking.

RUBBER FLOORING: There are many uses in the theatre for rubber materials in connection with the desire for longer wear, greater foot comfort and safety. Information about rubber stair nosings, sponge rubber carpet lining the rugged floor covering made of rubber —which latter may be inlaid with designs to give the necessary color for outer and inner lobby floor installations,—contained in trade literature prepared by Lawrich Sales, specialists in commercial rubber products. Send for copies of this literature.

SAFETY LADDERS: There are ladders that have been designed especially for the purposes of theatres, and smart theatremen buy this kind as an investment in safety. The Dayton Safety Ladder Company issued an interesting folder illustrating the safety ladder and we suggest you get one, and see for yourself how much better off your staff would be were one of this type on hand to eliminate the frequently repeated risky job of changing marquee letters with an old style rickety ladder for the job.

SCREEN SLIDES: You can't beat the screen for getting attention, and every showman has a valuable medium for building good will as well as business through screen announcements. Screen slides with special announcements of local interest or facts about your theatre can go a long way in helping you keep your patronage informed as well as interested in you. Radio Mat Slide Co. has a folder with some nifty suggestions concerning the value of screening announcements about local clubs, etc.; and we know you will be glad to have this. We'll also send a sample slide with the folder.

PROJECTOR MECHANISMS: Even the non-mechanical minded can get a very clear picture of the projector mechanism from this profusely illustrated story and description of just what a mechanism is and what makes it "tick." The book was published by International Projector Corp., and illustrates and describes the Simplex mechanism. If you want to familiarize yourself with mechanisms, freshen up your grasp of them, or be ready to make the right decision when some question comes up regarding repairs or replacements to your projectors, this booklet is just what the doctor ordered, for study and future reference.

TICKET MACHINES: One of the things so many showmen have told us they like about this department, is that it enables them to shop the entire market the easy-chair way. Well, have a look around at what's new in ticket machines. For instance, investigate the Timco Ticket Registers by sending for some folders telling about them—then go have a look at them when you're in the vicinity of the National Theatre Supply Branch in your territory.

UNIFORMS: Drill your staff all you like, pick the best looking boys or girls to do the ushering job in your theatre, and if they are not dressed in smartly designed and appropriate uniforms all your fine efforts are just so much waste of time. The uniform question is a live one at all times for showmen, and every showman's file should contain the latest literature concerning uniforms. We have just what you need in a booklet published by Russell Uniform Co., a foremost designer and manufacturer. It illustrates the types of uniforms for the different types of theatre.

MARQUEE SIGNS: Smarten up business as well as the front by having a marquee that's capable of blazing out a real selling message—that's the order of the day among the theatres that are doing business. The market is rich in material for putting a new face on the theatre and new punch into marquee selling. We have a book for you which tells all about the Wagner Sign Service's marquee signs, and it will pay you to get it, look it over carefully and keep it on file.

COOLING EQUIPMENT: National Theatre Supply Company offers a booklet containing data and illustrations which give you a clearer picture of how modern cooling is accomplished in the theatre. Your present ventilating system may prove adequate to the job of having a comfortably cool auditorium during the warm months by the addition of cooling equipment. We'll send one to you if you are interested.

DECORATING: Some of the most remarkable transformations have been accomplished with a comparatively small expenditure by means of smart decorating. So you will be surprised to learn, as you will from a booklet from Novelty Scenic Studios, how inexpensively you can brighten up the old show house by means of judicious use of some new drapes and perhaps a bit of paint. The idea should appeal. If it does, just send for a copy of this booklet.

WEIGHING MACHINES: There's profit in pounds, and many theatres are realizing nice extra coin which the patrons are glad to pay out for the sake of keeping track of their weight. Weighing machines have kept up with the times in all matters of appearance and eye-appeal, so they offer a point of interest and decoration, as well as utility, when placed in rest rooms of the theatre. You'll be interested in the folder made up by the Universal Scale Co., which tells all about new streamlined models.

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

6/21/41

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

.....

..... **Name** .....
(PRINT NAME AND ADDRESS)

..... **Theatre** .....

..... **Address** .....

..... **City** .....

..... **State** .....

Independent Dealers Report Rise in Sales

Equipment dealers in all sections, reporting new installations of projectors and sound systems, indicate that sales are holding up to the rising trend noted for several months as new theatre construction and replacement orders materialize. The following reports from Motiograph dealers reflect a situation which also obtains for other lines of equipment:

Droll Theatre Supply Co., Chicago—Sound system, Ken Theatre, Chicago.

Don Ruliffson, Minneapolis, Minn.—Projectors in Palace Theatre, Antigo, Wis., and sound system in Nor Shor Theatre, Duluth.

Western Theatre Supply Co., Omaha—Sound system in Arbor Theatre, Omaha.

Modern Theatre Equipment Co., Dallas—Projectors and Sound in Paramount Theatre, Marshall; Projectors in Alamo Theatre, Bellville; Sound system in Arcade Theatre, Floresville; Projectors and sound in Lyric Theatre, Terrell, Tex.

Wil-Kin Theatre Supply, Inc., Atlanta—Sound systems in the following: Center Theatre, Lenoir, N. C.; Hart Theatre, Baton Rouge, La.; State, Kingsport, Tenn.; Dixie Theatre, Apalachicola, Fla.; National, Greensboro, N. C.; Pensacola Drive-In, Pensacola, Fla.; Temple, Gastonia, N. C.

Seiler Equipment Co., Greensburg, Pa.—Projector equipment in: Manos Theatre, Indiana, Pa.; Manos Theatre, Uniontown; Coyle Theatre, Charleroi, Pa.

Falls City Theatre Equipment Co., Louisville—Projectors in Park Theatre and Cozy Theatre, Louisville, Ky.

Monarch Theatre Supply Co., Memphis, Tenn.—Sound system, Lexington Amusement Co., Lexington, Tenn.; Sound and projection in Met Theatre, Jackson, Tenn.

B. F. Shearer Co., Seattle—Sound systems in: Tiger Theatre, Tiger, Ariz.; Campus, Los Angeles; Pic Fair, Los Angeles; Star, Sonora; Piedmont Theatre, Oakland; Esquire, San Francisco; Dinuba Theatre, Dinuba; Del Mar, San Leandro, Calif.; Alger, Sutherlin, Ore.; Roxy, Bremerton.

McArthur Theatre Equipment Co., Detroit, Mich.—Projectors and sound in the Civic Theatre, Detroit, and Carmen Theatre, Dearborn.

Exhibitors Supply Co., St. Louis—Projection equipment and sound system in Wilson Theatre, Miami, W. Va.

J. F. Dusman, Baltimore, Md.—Sound in Lincoln, Marion, Va., and projection and sound system in the Ellicott Theatre, Ellicott City, Md.

Novelty Decorates Embassy

Novelty Scenic Studios of New York, installed the wall fabrics and draperies at the luxuriously appointed Embassy Theatre, Atlantic City, N. J., which is owned by George F. Wielland and Mortimer P. Lewis.

BEN SCHLANGER
Theatre Architect • Consultant

¶ Serving the exhibitor and the builder everywhere. Address inquiries to—

Ben Schlanger
117 W. 46th St., New York City

THE PACEMAKER
MOTIOGRAPH MODEL K PROJECTOR
at better theatre supply dealers everywhere.

NEW CONSTRUCTION

(*Continued from Page 27*)

recently on a new $40,000 theatre being erected by East Texas Theatres, according to H. E. Brunson, an executive of the circuit.

Fort Worth, Tex.—P. G. Cameron, operator of the Peak and Airway Theatres, recently started construction of a 1,000-seat theatre at East Lancaster and Sargent.

Bridgeport, O.—The old Hepler building, more than 50 years old, is being razed to provide space for the new theatre to be erected by James and Chris Velas.

Hartford, Conn.—Building Inspector Charles F. Gifford has issued a permit to the Sycamore Corp., for the construction of a 1,000-seat theatre and store building at Main and Bissell Streets. The structure will cost in the neighborhood of $100,000 including equipment, when completed.

Eastport, Me.—Mrs. Nellie Shea, proprietor of the Acme Theatre destroyed by fire last March has announced that she will construct a theatre on property formerly occupied by the Red Men's Building.

Fort Worth, Tex.—The old Rosen homestead at 2,006 Azle Avenue is being razed to make way for a 900-seat suburban theatre. The building is expected to be completed by September 1.

Fort Worth—Frank Weatherford announces that the Interstate Circuit plans to close a deal soon for a new theatre at Riverside Drive at Belknap.

Renovations, Openings

Reno, Nev.—The Silver State Amusement Company is converting a store in Automobile Row into a theatre.

Rehoboth Beach, Del.—The Avenue Theatre, under the managership of William B. Derrickson, local business man opened here recently. The new building, air-conditioned and seating 500 was designed by Frank Le Kites.

Wilkes Barre, Pa.—The Comerford Circuit has obtained a permit from the building inspector to raze the wooden structure in front of its theatre at North Main and Maple Streets preparatory to modernizing the building.

Nanty-Glo, Pa.—The Family Theatre on Shoemaker Street has undergone complete rejuvenation. Improvements include two rest rooms, new seats, new draperies, new marquee with neon lighting and new front doors, etc.

Hudson, Col.—Altered inside and out, the Star Theatre was reopened recently. The foyer has been enlarged to twice its former size.

Olean, N. Y.—Warner Bros. Haven Theatre has been reopened after a three months period of reconstruction.

Los Angeles, Cal.—Designed by S. Charles Lee and with 900 seats, the Vern Theatre, located in the Wyvernwood residential district, has opened.

Richmond, Ind.—The new State Theatre, formally opened recently, was constructed, finished and furnished almost exclusively by local firms.

Indiantown Gap, Pa.—The East motion picture theatre is now operating, affording additional recreation facilities at this military reservation.

Coleman, Wis.—The old Duquaine store is being remodelled into a theatre.

Bainbridge, N. Y.—The local town hall is being converted into a motion picture theatre with the installation of new seats and booth equipment.

Drayton Plains, Mich.—Opening of the new theatre has been announced by Manager Donald Fill, also manager of the Keego Harbor Theatre. Free parking space for 500 cars is provided in a lot adjoining the theatre.

Fort Worth, Tex.—Work on Fort Worth's first drive-in theatre is nearing completion with formal opening set for this month. It is being built by Underwood and Ezell of Dallas, who are building two other drive-ins in Dallas.

New Catalogue Details S.O.S. Cooling Units

A descriptive catalogue giving details of the unit cooling and ventilating equipment offered by S.O.S. Cinema Supply Corp., of New York, has been issued. The 8-page catalogue deals with the Zephyr-Coolaire and Coola-Weather systems from S.O.S.

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PROGRAM NOTES FROM THE STUDIOS

Carey, Lawrence, Gardiner Set for Roles in 'Sundown'; Abbott & Costello in Cowboy Comedy; Robinson to MGM

Harry Carey, Marc Lawrence and Reginald Gardiner have been added to the cast of Walter Wanger's current United Artists production, "Sundown," which Henry Hathaway is directing. Gene Tierney, Bruce Cabot, George Sanders and Joseph Calleia head the list of important players who will appear in the film.

Roy Del Ruth, MGM director, is using 300 mixed dancing and singing extras and specialty performers for production scenes in "The Chocolate Soldier," which stars Nelson Eddie and Rise Stevens. Del Ruth is concentrating on completion of all production numbers, before filming the actual story.

Two talented youngsters have been added to the cast of the Gregory Ratoff production, "Woman of Desire," starring Loretta Young for Columbia. They are Bonnie Irma Dane and Sandra Lee Richards.

Supporting Kay Kyser in his third RKO starring vehicle will be Lupe Velez, Patsy Kelly, Dennis O'Keefe and May Robson, in addition to Ginny Simms, Harry Babbitt, Sully Mason and Ish Kabibble. David Butler will produce and direct.

Not only the stars, but directors as well, rebel at the bugaboo of being typed. Rouben Mamoulian is looking for a different type story for his next directorial assignment at 20th Century-Fox, something light and modern. Mamoulian's last two pictures were "The Mark of Zorro" and "Blood and Sand."



'Hoppy' Is Happy

Bill Boyd, westerndom's famous "Hopalong Cassity," (left) is in a jubilant mood as the camera catches him behind the microphone with Y. Frank Freeman, vice-president in charge of operations at Paramount Studios. The occasion was the official welcome to hundreds of motion picture exhibitors in Hollywood last week.

The girl with the million dollar skating legs—that's the value Republic has put on the shapely limbs of Dorothy Lewis, 19-year-old skating star who has the lead in the studio's production of "Ice-Capades," which Joseph Santley is directing. They have applied to Lloyd's for a million dollar insurance policy.

Walter Hampden has been signed by Warner Bros. for one of the chief roles in the new Errol Flynn starrer, "They Died With Their Boots On," set to roll soon.

Abbott and Costello returned from the East and checked in at Universal for the top roles in "Ride 'Em Cowboy," which Arthur Lubin will direct. Ella Fitzgerald, night club singer, has been signed to appear with the comedians.

Harry Langdon will star in "The Great Fib," which Jed Buell will produce for PDC. Shooting is scheduled to start within the next three weeks.

Edward G. Robinson goes to MGM on loan from Warner Bros., for the top role in "The New York Story," a yarn relating the adventures of a newspaper man who publishes a tabloid. Edward Arnold also will have a prominent part in the picture which Mervyn LeRoy will direct. The feminine lead is still to be cast.

Meredith Willson checks onto the Samuel Goldwyn lot to begin conducting and scoring of the music for "The Little Foxes," Bette Davis starrer.

George Raft, Miriam Hopkins and George Brent will go into the cast of Edward Small's "Heliotrope," scheduled for early shooting. There is a possibility that John Cromwell will direct, depending on his other assignments.

With the purchase of "Twilight on the Trail," Harry Sherman completes the 1941 schedule for the "Hopalong Cassidy" series, starring William Boyd. Story will be the sixth "Hoppy" adventure of the year and goes into production following completion of "Stick to Your Guns" and "Hoppy's Holiday," both set for early filming.

Columbia's "The Blonde From Singapore," with a cast headed by Florence Rice, Leif Erikson, Gordon Jones and Don Beddoe, has gone before the cameras under the direction of Edward Dmytryk.



Any Similarity Is Purely—

They look alike and they're good friends, but the one on the right is Orson Welles, shown here paying a visit to Jack Hively on the set of the latter's current directorial effort, "Father Takes a Wife," RKO-Radio romantic comedy starring Adolphe Menjou and Gloria Swanson.

Paramount Signs Heisler to Direct 'The Remarkable Andrew'

Stuart Heisler has been assigned by Paramount to direct "The Remarkable Andrew," scheduled to go before the cameras late this month, with Brian Donlevy, William Holden and Ellen Drew heading the cast.

Heisler, a former film editor, just completed direction of the horror thriller, "Among the Living," and won acclaim of critics for his direction of "The Biscuit Eater," one of the most interesting features of last season.

In "The Remarkable Andrew" Donlevy will portray the reincarnation of General Andrew Jackson, and Holden and Miss Drew will be the small town sweethearts the famous American helps by his sagacious counsel. The picture is an adaptation of the Dalton Trumbo novel.

'Iron Claw' Returns

A modernized version of the famous old serial, "The Iron Claw," has gone before the cameras at the Larry Darmour studios with Charles Quigley in the leading role. Others in the cast include Walter Sande, Joyce Bryant, Forrest Taylor, Hal Price, Paul Ellis, Marion Sais and Frank La Rue.

Roach Signs Gleason

Jimmy Gleason has been signed for one of the top spots in the forthcoming Hal Roach production, "Tanks a Million," which Gordon Douglas will direct.

Wanger Starts 'Sundown'

With the signing of Gene Tierney for the top feminine role, Walter Wanger's "Sundown" went into production on location at Acoma Rock, New Mexico, last week.

HOLLYWOOD STUDIO ROUND-UP

With the MPTOA convention over, studios have begun work on 14 new films:

COLUMBIA

BLONDE FROM SINGAPORE — Principals: Florence Rice, Leif Erickson. Director, Edward Dmytryk.

METRO-GOLDWYN-MAYER

WHISTLING IN THE DARK—Principals: Red Skelton, Ann Rutherford, Virginia Grey, Rags Ragland. Director, S. Sylvan Simon.

UNTITLED GRETA GARBO—Principals: Greta Garbo, Melvyn Douglas, Ruth Gordon, Roland Young. Director, George Cukor.

MARRIED BACHELORS — Principals: Ruth Hussey, Robert Young, Felix Bressart, Lee Bowman. Director, Eddie Buzzell.

MONOGRAM

ROUGH RIDERS—Principals: Buck Jones, Tim McCoy, Raymond Hatton. Director, Spencer Bennett.

DEADLY GAME—Principals: Charles Farrell, June Lang, John Miljan. Director, Phil Rosen.

BOWERY BLITZKRIEG—Principals: Leo Gorcey, Bobby Jordan, Huntz Hall. Director, (not yet selected).

PARAMOUNT

GLAMOUR BOY —. Principals: Susanna Foster, Jackie Cooper, Walter Abel, Ann Gillis. Director, Ted Tetzlaff.

RKO-RADIO

WEEKEND FOR THREE — Principals: Dennis O'Keefe, Jane Wyatt, Philip Reed. Director, Irving Reis.

REPUBLIC

TEN NIGHTS IN A BARROOM—Principals: Frank Albertson, Linda Hayes, Robert Armstrong. Producer-Director, George Sherman.

20th CENTURY-FOX

WEEKEND IN HAVANA (Technicolor) —Principals: Alice Faye, John Payne, Cesar Romero, Carmen Miranda. Director, Walter Lang.

UNITED ARTISTS

SUNDOWN (Wanger) — Principals: Gene Tierney, Bruce Cabot, George Sanders, Harry Carey. Director, Henry Hathaway.

UNIVERSAL

ARIZONA CYCLONE—Principals: Johnny Mack Brown, Fuzzy Knight. Director, Ray Taylor.

WARNER BROTHERS

ONE FOOT IN HEAVEN — Principals: Fredric March, Martha Scott. Director, Irving Rapper.

Columbia Cutting Rooms at Peak With Ten Features and One Serial

As a result of the studio's recent production pace, which reached an all time high during the month of May, Columbia's cutting rooms are crowded to capacity with ten features and one serial in various stages of editing.

Heading the list of features are the John M. Stahl production, "Our Wife," with Melvyn Douglas, Ruth Hussey, Ellen Drew, Charles Coburn and John Hubbard; and "Mr. Jordan Comes to Town," Robert Montgomery starrer directed by Alexander Hall.

Others are "The Officer and the Lady," "Blondie in Society," "Ellery Queen and the Perfect Crime," "Mystery Ship," "Two Latins From Manhattan," "Tillie the Toiler," "The Son of Davy Crockett," "King of Dodge City" and the Larry Darmour serial, "The Spider Returns."

Livingston Leaves Mesquiteers

Bob Livingston, one of the original Three Mesquiteers at Republic, ended a five-year contract and checked off the lot. The studio is looking for a replacement to fill out the trio again with Bob Steele and Rufe Davis for the next in the series, "Empty Saddles," due to ride July 7 with Lou Gray as associate producer.

Skelton Tops MGM's 'Whistling'

Red Skelton will have the featured lead in MGM's "Whistling in the Dark," which Director S. Sylvan Simon starts in a few days. Ann Rutherford will have the romantic lead opposite him in the mystery-comedy, with Virginia Grey and Rags Ragland in the top supporting roles.

Hope-Carroll in 'Hell'

"Snowball in Hell" has been purchased by Paramount as a co-starring vehicle for Bob Hope and Madeleine Carroll, and will mark their first appearance together. The picture is scheduled for October filming, with Paul Jones as associate producer.

Martha Raye in 'Hellzapoppin'

A deal was closed last week for Martha Raye to play one of the top roles in Universal's "Hellzapoppin," which starts late this month under the direction of H. C. Potter.

Leo Gorcey, Bobby Jordan and Huntz Hall head the cast of Monogram's "Bowery Blitzkrieg," currently before the cameras.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Orchids to MGM and Paramount for putting a little "pep" into the recent MPTOA-PCCITO Convention . . . MGM with their friendly Lion and the Paramount gang with their "wanta-kisser" girls.

We understand the Warner Bros. preview junket of "Underground," originally scheduled for the Carlsbad Caverns, New Mexico, is off. Government notified the studio recent flood waters had inundated portions of the caverns and that the auditorium could not be dried for several weeks.

We're keeping our fingers crossed, and rooting under our breath, that the comeback of Charles Farrell in Monogram's "The Deadly Game" will click in a big way. Who'll ever forget Charlie's "Chico" in "Seventh Heaven," a portrayal that created screen history several years ago.

Columbia's herd of 600 Longhorn cattle, faced the cameras for the first time in "Texas," in scenes with William Holden, Glenn Ford, Willard Robertson and Andy Tombes, and you couldn't tell the longhorns from the shorthorns at fifty paces, unless you looked for the boots.

RKO's "Weekend for Three" should be good. Director Tay Garnett will produce and Radio-Producer Irving Reis will direct.

Reports drifting in tell us that Universal has another big money maker in the new Abbott and Costello opus, "In the Navy" . . . cracking the records of the highly successful "Buck Privates" in every opening to date. Aside to Lou Costello. We take back all we said about your material.

A suggestion to everyone in the industry: Get behind the United Service Organization's drive to insure recreation for our soldiers, sailors and war workers who are making their sacrifice to make America safe for Democracy. THIS IS NOT A CHARITY. THIS IS A DUTY.



Good Fellows Get Together at Lavish Cocktail Party

Stars and executives mingled with exhibitors at the lavish cocktail party tendered the MPTOA at the Warner Bros. studio. Pictured here, l. to r., are George Mann, Redwood City, Calif., exhibitor; Marlene Dietrich; R. X. Williams, Los Angeles exhibitor; Jack L. Warner, vice-president in charge of production at Warners' studios, and Henry Herbel, Warners' Los Angeles district manager.

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Meet Your Exchangemen

William Bradfield (Col.)



Bill began his film career as a salesman for MGM in Kansas City in 1924. Five years later, he joined Columbia and has been selling for that company's Kansas City force ever since that time. He is assigned to the Northern Missouri territory. Bill has sold film in those parts ever since he began his film career and is thus one of the most widely known men in that part of the "Show Me" state, boasting a tremendous circle of friends.

John V. Pavone (Univ.)



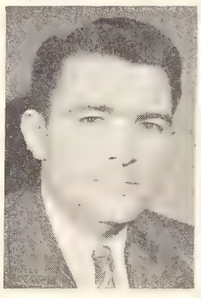
John is now basking in the limelight because Universal's New Haven office, which he manages, closed a deal with every prospective customer for the current season. He was brought up and schooled in New Haven and has spent all of his film career there. He was with Warner Bros. for many years, but switched to Universal last year, succeeding Morris Joseph, who retired after 25 years with the company.

Harry Rees (UA)



Harry Rees is one of the old, old-timers. Has been in picture business since one-reelers. He joined UA when it first organized, and in fact bought his own desk and still has it. He is well loved and respected by the exhibitors in his territory. Harry is noted for a very keen memory, and delights in reminiscing on the earlier days of the growth of the motion picture business.

Bert Thomas (Col.)



Bert was born on August 3rd, 1906, and began working at Universal in 1927 as a shipper, where he was later promoted to assistant poster clerk and booker. In 1930 he joined Warners as booker and two years later transferred to RKO in the same capacity. From there he went to Republic as booker and office manager. He left in May 1940 to join forces with Columbia at their Des Moines office as booker and office manager, a position he holds today, and in which he has scored a hit.

Feature Booking Guide

ASTOR PICTURES

			Mins.	Rel. Date	See Issue of
	Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
	Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
	Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
	Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
	Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
	Hell's Crossroads (D)A	Tom Keene-John Qualen (Former title "Our Daily Bread")		8/2/40	Reissued
	Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
	Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Sky Devils (C-D)	Spencer Tracy	86	9/1/40	Reissued
	Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
	U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
	Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
	Adventure in Washington(D)F	Herbert Marshall-Virginia Bruce	84	5/30/41	b5/31/41
2006	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2037	Big Boss (D)A	Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F	Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
2215	Hands Across the Rockies(W)F	Bill Elliott-Dub Taylor	60	6/19/41	b6/14/41
2013	Her First Beau (CD)F	Jane Withers-Jackie Cooper	76	5/8/41	b5/10/41
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F	Warren William-June Storey	76	3/6/41	b4/12/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
2020	Naval Academy (D)F	Jimmy Lydon-Fred. Bartholomew	67	5/22/41	b5/24/41
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W)	Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2002	Penny Serenade (CD)F	Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2214	Return of Daniel Boone (W)	Bill Elliott-Betty Miles		5/7/41	a4/26/41
	Richest Man in Town (D)F	Frank Craven-Edgar Buchanan	69	6/12/41	b6/14/41
2008	She Knew All the Answers (D)A	Franchot Tone-Joan Bennett	85	5/15/41	b5/24/41
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
2011	They Dare Not Love (D)A	Martha Scott-George Brent	76	4/30/41	b5/3/41
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
	Time Out for Rhythm (DM)F	Rudy Vallee-Rosemary Lane	74	6/20/41	b6/7/41
2036	Under Age (D)A	Nan Grey-Alan Baxter-Tom Neal	60	4/26/41	b4/26/41
	Voice In the Night (D)	Clive Brook-Diana Wynyard	83	5/20/41	b4/19/41
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming 1940-41

	Blondie in Society (C)	Penny Singleton-Arthur Lake	7/17/41	a5/24/41
	Ellery Queen and the Perfect Crime (My)	Ralph Bellamy-Margaret Lindsay		a6/14/41
	I Was a Prisoner on Devil's Island (D)	Sally Eilers-Donald Woods	6/30/41	a4/26/41
2206	Medico of Painted Spring (W)	Chas. Starrett-Terry Walker	6/26/41	a6/14/41
	Medico Rides (W)	Charles Starrett-Eileen O'Hearn	7/30/41	In Prod.
	Mr. Jordan Comes to Town (FA)	Robt. Montgomery-Rita Johnson		a5/24/41
	Mystery Ship	Lola Lane-Paul Kelly		In Prod.
	Officer and the Lady (D)	Rochelle Hudson-Bruce Bennett	7/24/41	a4/26/41
	Our Wife (C)	Ruth Hussey-Melvyn Douglas		a5/31/41
	Son of Davy Crockett (W)	Bill Elliott-Iris Meredith	7/15/41	a5/24/41
	Sweetheart of the Campus (MD) (Former title "Betty Co-Ed")	Ruby Keeler-Harriet Hilliard	6/26/41	a4/26/41
	Texas (PD)	William Holden-Glenn Ford		a5/31/41
	Tillie the Toiler (C)	Kay Harris-William Tracy		In Prod.
	Two in a Taxi (D) (Former title "One Way Street")	Anita Louise-Russell Hayden	7/10/41	a4/26/41
	Two Latins From Manhattan (CM)	Jinx Falkenberg-Joan Woodbury		a5/31/41
	You'll Never Get Rich	Fred Astaire-Rita Hayworth		In Prod.

Coming 1941-42

	Blonde from Singapore	Florence Rice-Leif Erickson	In Prod.
	King of Dodge City (W)	Bill Elliott-Tex Ritter	In Prod.
	Ladies in Retirement	Ida Lupino-Louis Hayward	In Prod.
	Woman of Desire	Loretta Young-Dean Jagger	In Prod.

MGM

Current 1939-40

48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40

Current 1940-41

126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
139	Big Store (M-C)F	Marx Bros.-Virginia Grey	83	6/20/41	b6/21/41
137	Billy the Kid (Tech.) (D)F	Rob't Taylor-Maureen O'Sullivan	95	5/30/41	b5/31/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
08	Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40

MGM

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
138	Getaway (G)A	Robert Sterling-Van Heflin	89	6/13/41	b6/21/41
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
135	I'll Wait For You (D)F	Virginia Weidler-Robt. Sterling	75	5/16/41	b5/10/41
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
134	Love Crazy (F)A	Wm. Powell-Myrna Loy-Fay Bainter	99	5/23/41	b5/17/41
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
132	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
133	People vs. Dr. Kildare (D)F	Lew Ayres-Lionel Barrymore	77	5/2/41	b5/10/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger, Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90	2/14/41	b2/15/41
131	Washington Melodrama(My)A	Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/41
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
136	Woman's Face (D)A	Joan Crawford-Melvyn Douglas	106	5/9/41	b5/10/41
102	Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD)	Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/41

Coming

	Barnacle Bill (CD)	Wallace Beery-Virginia Weidler	7/4/41	a5/10/41
	Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)		a3/29/41
	Chocolate Soldier (M)	Nelson Eddy-Rise Stevens		In Prod.
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman		a3/29/41
	Honky-Tonk	Clark Gable-Lana Turner		In Prod.
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern		a3/22/41
	Life Begins for Andy Hardy	Mickey Rooney-Judy Garland		In Prod.
	Married Bachelors	Ruth Hussey-Rob't Young		In Prod.
	Ringside Maisie	Ann Sothern-George Murphy	7/11/41	In Prod.
	Smilin' Through (Tech.)	Jeannette MacDonald-Ian Hunter		In Prod.
140	They Met in Bombay (Former title "The Uniform")	Clark Gable-Rosalind Russell	6/27/41	a3/29/41
	Yearling, The (Tech.)	Spencer Tracy-Anne Revere		In Prod.
	Young Americans	Dan Dailey, Jr.-Bonita Granville		In Prod.
	Untitled Dr. Kildare	Lew Ayres-Lionel Barrymore		In Prod.
	Untitled Greta Garbo	Garbo-Melvyn Douglas		In Prod.
	Whistling in the Dark	Skelton-Rutherford		In Prod.

MONOGRAM

Current 1939-40

	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Up in the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)A	Leslie Banks-Wilfred Lawson	65	1/15/41	b5/17/41
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Gang's All Here (G)	Frankie Darro-Mantan Moreland		6/11/41	a5/17/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	House of Mystery (H)A	Kenneth Kent-Judy Kelly	62	5/7/41	b5/31/41
	Invisible Ghost (H)A	Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
	Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		2/10/41	a1/11/41
	King of Zombies (H)A	John Archer-Mantan Moreland	67	5/14/41	b5/17/41
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
	Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pioneers, The (W)F	Tex Ritter-Slim Andrews	61	5/10/41	b5/3/41
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Redhead (D)A	June Lang, Johnny Downs	64	5/21/41	b5/17/41
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Roar of the Press (My)F	Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Silver Stallion (D)	David Sharpe-Leroy Mason-Thunder		5/28/41	a5/10/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)F	Range Busters	60	4/20/41	b5/3/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
	Wrangler's Roost (W)	Range Busters		6/4/41	a5/17/41
	You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	Bowery Blitzkrieg	Gorcy-Jordan-Hall	In Prod.
	City Limits (D)	Frank Albertson-Jed Prouty	7/12/41 a6/14/41
	Deadly Game	Chas. Farrell-June Lang	In Prod.
	Fugitive Valley (W)	Corrigan-King-Terhune	7/30/41 a6/7/41
	Murder By Invitation (My)	Wallace Ford-Marian Marsh	6/30/41 a6/21/41
	Rough Riders (W)	Buck Jones-Tim M'Coy	a6/14/41
	Wanderers of the Desert (W)	Tom Keene-Betty Miles	6/25/41 a6/14/41

PARAMOUNT

Current 1939-40

3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40

Current 1940-41

4009	Arise, My Love (CD)A	Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)F	Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)F	Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F	Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)F	Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F	Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)F	Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)A	Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4028	I Wanted Wings (D)F	Brian Donlevy-Ray Milland	130	5/30/41	b3/29/41
4016	Life With Henry (C)F	Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4022	Lady Eve (D)F	Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)F	Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)F	Jack Benny-Fred Allen	82	12/27/40	b12/21/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41 (Cont.)

		Mins.	Rel. Date	See Issue of
4018	Mad Doctor (H)F.....Basil Rathbone-Ellen Drew.....	90..	2/14/41	...b2/15/41
4020	Monster and the Girl (H)A...Ellen Drew-Onslow Stevens.....	64..	2/28/41	...b2/15/41
4006	Moon Over Burma (D)A.....D. Lamour-R. Preston-P. Foster....	82..	10/18/40	..b10/19/40
4011	Night At Earl Carroll's (M)F.J. Carrol Naish-E. Carroll Girls....	70..	12/6/40	...b11/23/40
4029	One Night in Lisbon (C)A...Madeleine Carroll-Fred MacMurray.	95..	6/13/41	...b5/10/41
4054	Pirates on Horseback (W)F..Wm. Boyd-Russell Hayden.....	69..	5/23/41	...b5/24/41
4026	Power Dive (D)F.....Richard Arlen-Jean Parker.....	68..	4/25/41	...b4/12/41
4004	Quarterback (CD)F.....Wayne Morris-Virginia Dale.....	72..	10/4/40	..b10/5/40
4003	Rangers of Fortune (D)F.....MacMurray-Morison-Dekker	80..	9/27/40	...b9/14/40
4027	Reaching for the Sun (CD)A.Joel McCrea-Ellen Drew.....	88..	5/2/41	...b4/12/41
4025	Road to Zanzibar (CM)F.....Crosby-Lamour-Hope	90..	4/11/41	...b3/15/41
4024	Round-Up (W)F .....Richard Dix-Patricia Morison.....	90..	4/4/41	...b3/15/41
4091	Rhythm on the River (M)F...Bing Crosby-Mary Martin.....	90..	9/6/40	....b8/24/40
4014	Second Chorus (M)F.....Fred Astaire-Paulette Goddard.....	88..	1/3/41	...b11/30/40
4012	Texas Rangers Ride Again (W)F.....J. Howard-Ellen Drew-M. Robson..	67..	12/13/40	..b11/9/40
4021	There's Magic in Music(Mu)F..Allan Jones-Susanna Foster..... (Reviewed as "Hard Boiled Canary")	80..	5/16/41	....b3/1/41
4050	Three Men From Texas (W)F..William Boyd-Russell Hayden.....	75..	11/15/40	..b9/14/40
4015	Victory (D)A.....Fredric March-Betty Field.....	79..	1/17/41	..b12/21/40
4019	Virginia (Tech.) (PD)F.....Madeleine Carroll-F. MacMurray....	108..	2/21/41	....b1/18/41
4010	World in Flames (Doc)A.....Newsreel Compilation.....	60..	10/25/40	.b10/19/40
4017	You're The One (M)F .....Orrin Tucker-Bonnie Baker.....	81..	2/7/41	....b2/8/41
4030	West Point Widow (CD).....Ann Shirley-Richard Carlson.....	62..	6/20/41	...b6/14/41

Coming

	Aloma of the South Seas (D)..Dorothy Lamour-Jon Hall (Tech.).....8/15/41		...a4/12/41
	Among the Living (D).....Albert Dekker-Susan Hayward.....		...a6/14/41
	Bahama Passage (Tech.) (D)..Madeleine Carroll-Stirling Hayden.....		...a6/21/41
	Birth of the Blues (M).....Bing Crosby-Mary Martin.....		....a6/7/41
	Buy Me That Town (CD)....Lloyd Nolan-Constance Moore.....		....a4/19/41
	Caught in the Draft (C)F.....Bob Hope-Dorothy Lamour.....	81..	7/4/41	....b5/31/41
	Forced Landing (D).....Richard Arlen-Eva Gabor.....7/25/41		...a5/17/41
	Glamour Boy.....Susanna Foster-Jackie Cooper.....		....In Prod.
	Great Man's Lady (D).....Barbara Stanwyck-Joel McCrea..... (Former title "Pioneer Woman")		....a3/22/41
	Henry Aldrich For President (CD).....Jimmy Lydon-Mary Anderson.....		....a4/26/41
	Hold Back the Dawn (D).....Chas. Boyer-Olivia de Havilland.....		....a3/22/41
	Kiss the Boys Goodbye (CM)..D. Ameche-M. Martin-O. Levant.....8/1/41		.....a3/8/41
	Mr. Bug Goes to Town.....Tech. Cartoon Feature.....		....In Prod.
	New York Town.....Mary Martin-Fred MacMurray.....7/18/41		..a11/30/40
	Night of Jan. 16th (My).....Ellen Drew-Robt. Preston.....		....a4/12/41
	Nothing But the Truth (C)...Bob Hope-Paulette Goddard.....		....a4/26/41
	Parson of Panamint (D)F.....Charles Ruggles-Ellen Drew.....	84..	6/27/41	...b6/21/41
	Reap the Wild Wind (Tech.)..Ray Milland-John Wayne.....		....In Prod.
	Secret of the Wastelands (W).Wm. Boyd-Brad King-Andy Clyde.....		....a6/7/41
	Shepherd of the Hills (D)F...John Wayne-Betty Field (Tech.)...	91..	7/25/41	...b6/21/41
	Sheik of Buffalo Butte (W)....Wm. Boyd-Brad King.....		....a6/21/41
	Skylark (CD) .....Claudette Colbert-Ray Milland.....		....a3/1/41
	Sullivan's Travels (CD).....Joel McCrea-Veronica Lake.....		....a6/7/41
	Timber Wolves (W).....Bill Boyd-Brad King-Andy Clyde.....		....In Prod.
	Wide Open Town (W).....William Boyd-Russell Hayden.....8/8/41		....a3/1/41
	World Premiere (C).....John Barrymore-Frances Farmer.....		....a4/26/41

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)....Tim McCoy	60..	9/16/40	...Not Rev.
159	Billy the Kid's Gun Justice(W).Bob Steele	63..	12/27/40	...Not Rev.
162	Billy the Kid in Santa Fe(W).Bob Steele-Marin Fais-St. John.....		7/11/41	...In Prod.
158	Billy the Kid in Texas (W)..Bob Steele	55..	9/30/40	...Not Rev.
161	Billy the Kid's Fighting Pals (W)F.....Bob Steele	62..	4/18/41	...b4/12/41
160	Billy the Kid's Range War (W).Bob Steele	60..	1/24/41	...Not Rev.
107	Caught in the Act (C)F.....Henry Armetta	62..	2/7/41	....b4/26/41
111	Criminals Within (My).....Eric Linden-Ann Doran.....		6/27/41	...a5/24/41
113	Desperate Cargo (D).....Ralph Byrd-Carol Hughes.....			...a6/21/41
105	Devil Bat (My).....Bela Lugosi-Forrest Tucker.....	69..	12/13/40	...Not Rev.
112	Double Cross (D).....Kane Richmond-Pauline Moore.....		6/27/41	...a6/21/41
109	Emergency Landing (Spy).....Carol Hughes	79..	5/23/41	....In Prod.
108	Federal Fugitives (Spy)F.....Neil Hamilton-Doris Day.....	66..	3/28/41	...b5/24/41
114	Gambling Daughters (D).....Cecilia Parker-Roger Pryor.....		7/18/41	...a6/21/41
152	Gun Code (W).....Tim McCoy	55..	8/3/40	....Not Rev.
104	Misbehaving Husbands (C)F..Harry Langdon-Betty Blythe.....	66..	12/20/40	.b12/14/40
163	Lone Raider Rides On (W)...George Houston	64..	1/10/41	....Not Rev.
164	Lone Rider Crosses the Rio (W)George Houston	64..	2/28/41	....Not Rev.
165	Lone Rider In Ghost Town (W)FGeo. Houston-Alaine Brandes.....	64..	5/16/41	...b5/17/41
103	Marked Men (D).....Warren Hull-Isabel Jewell.....	69..	8/28/40	...Not Rev.
155	Outlaws of the Rio Grande (W)F .....Tim McCoy	55..	3/7/41	....b3/1/41
125	Paper Bullets (D)A.....Joan Woodbury-Jack LaRue.....	72..	5/30/41	...b6/14/41
154	Riders of Black Mountain (W).Tim McCoy	59..	11/11/40	..Not Rev.
106	Secret Evidence (My)F.....Charles Quigley-Marjorie Reynolds.	64..	1/31/41	....b2/8/41
110	South of Panama (Spy)F.....Roger Pryor-Virginia Vale.....	68..	5/2/41	....b4/26/41
156	Texas Marshal (W).....Tim McCoy-Kay Leslie.....	62..	6/13/41	...a5/17/41

R.K.O.-RADIO

Current 1939-40

40	Dance, Girl, Dance (D)A.....Maureen O'Hara-Louis Hayward....	82..	8/23/40	...b8/31/40
38	Lucky Partners (C)A.....Ginger Rogers-Ronald Colman.....	101..	8/23/40	...b8/17/40
86	Triple Justice (W)F.....Geo. O'Brien-Virginia Vale.....	66..	9/27/40	.b10/19/40
43	Wildcat Bus (A)F.....Fay Wray-Charles Lang.....	62..	8/23/40	....b8/17/40

Current 1940-41

183	Along the Rio Grande (W)F..Tim Holt-Betty Jane Rhodes.....	66..	2/7/41	....b2/1/41
161	Convoy (War)F.....Clive Brook-John Clements.....	89..	1/3/41	....b12/7/40
185	Cyclone on Horseback (W) ...Tim Holt-Marjorie Reynolds.....		6/13/41	...a5/10/41
122	Devil and Miss Jones (D)F..Jean Arthur-Chas. Coburn.....	92..	4/11/41	....b4/5/41
102	Dreaming Out Loud (C)F.....Lum & Abner-Frances Langford.....	81..	9/13/40	...b9/14/40
182	Fargo Kid (W)F.....Tim Holt-Jane Drummond.....	65..	12/6/40	...b11/2/40
119	Footlight Fever (C)F.....Alan Mowbray-Donald McBride.....	67..	3/21/41	....b4/5/41
120	Girl, A Guy and A Gob (C)F.Geo. Murphy-Lucille Ball.....	91..	3/14/41	....b3/1/41
103	I'm Still Alive (D)F.....Linda Hayes-Kent Taylor.....	66..	9/27/40	...b9/21/40
112	Kitty Foyle (D)A.....Ginger Rogers-Dennis Morgan.....	105..	12/27/40	.b12/28/40
107	Laddie (D)F.....Tim Holt-Virginia Gilmore.....	68..	10/18/40	...b9/21/40
115	Let's Make Music (CM)F....Bob Crosby-Jean Rogers.....	84..	1/17/41	.b12/14/40
109	Li'l Abner (F)F.....Granville Owen-Kay Sutton.....	78..	11/1/40	...b11/9/40
124	Melody for Three (D)F.....Jean Hersholt-Fay Wray.....	67..	3/28/41	....b3/8/41
110	Little Men (D)F.....Kay Francis-Lyden-Oakie.....	84..	1/10/41	...b12/7/40
101	Men Against the Sky (D)F...Richard Dix-Wendy Barrie.....	74..	9/6/40	....b8/24/40
111	Mexican Spitfire Out West (C)A.....Lupe Velez-Leon Errol.....	75..	11/15/40	.b10/12/40
117	Mr. & Mrs. Smith (C)A.....Carole Lombard-Robt. Montgomery..	95..	1/31/41	...b1/18/41
114	No, No, Nanette (MC)F.....Anna Neagle-Richard Carlson.....	96..	12/20/40	.b12/21/40
121	Play Girl (CD)A.....Kay Francis-James Ellison.....	75..	2/14/41	.b12/21/40
171	Ramparts We Watch (Doc)F..March of Time Feature.....	90..	8/16/40	...b7/27/40
113	Remedy for Riches (D)F ....Jean Hersholt-Dorothy Lovett.....	60..	11/29/40	.b11/23/40
125	Repent at Leisure (C-D)F....Kent Taylor-Wendy Barrie.....	67..	4/4/41	....b5/31/41
184	Robbers of the Range (W)F..Tim Holt-Ray Whitley.....	61..	4/18/41	....b4/5/41
116	Saint in Palm Springs(MyC)F.George Sanders-Wendy Barrie.....	67..	1/24/41	....b1/4/41
131	Saint's Vacation (My)A.....Hugh Sinclair-Sally Gray.....	65..	5/31/41	...b6/21/41
123	Scattergood Baines (C)F.....Guy Kibbee-Carol Hughes.....	69..	2/21/41	...b2/15/41
132	Scattergood Pulls the Strings (D)F.....Guy Kibbee	65..	5/23/41	...b5/17/41
133	Sunny (MC)F.....A. Neagle-J. Carroll-R. Bolger.....	98..	5/30/41	...b5/24/41
128	They Met in Argentina(MD)F.Ellison-O'Hara-Ebsen	77..	4/25/41	...b4/26/41
104	They Knew What They Wanted (D)A.....Charles Laughton-Carole Lombard...	96..	10/25/40	.b10/12/40
134	They Meet Again (D).....Jean Hersholt-Dorothy Lovett.....		6/20/41	...a5/17/41
106	Too Many Girls (M)A.....Richard Carlson-Lucille Ball.....	85..	11/8/40	..b10/12/40
105	Villain Still Pursued Her(C)F.Anita Louise-Richard Cromwell.....	66..	10/11/40	..b7/27/40
181	Wagon Train (W)F.....Tim Holt-Martha O'Driscoll.....	62..	10/4/40	.b10/12/40
108	You'll Find Out (MyMC)F...Kay Kyser-Peter Lorre-Karloff.....	97..	11/22/40	.b11/16/40

R.K.O.-RADIO

Coming 1940-41

		Mins.	Rel. Date	See Issue of
118	Citizen Kane (D)A.....Orson Welles-Dorothy Comingore....	120		....b4/12/41
129	Hurry, Charlie, Hurry (C)...Leon Errol-Mildred Coles.....			....a4/5/41
	My Life with Caroline (C)...Ronald Colman-Anna Lee.....			....a4/19/41
	Outlaw Trail (W).....Tim Holt-Janet Waldo.....			....a5/31/41
191	Reluctant Dragon(C-Cartoon)F.Benchley and Cartoon Characters...	73..	6/27/41	....b6/7/41
126	Tom, Dick and Harry (C)....Ginger Rogers-Geo. Murphy.....			....a3/29/41

Coming 1941-42

	Bambi .....Disney Cartoon Feature.....		....In Prod.
	Before the Fact (D).....Cary Grant-Joan Fontaine.....		....a3/22/41
	Devil and Daniel Webster(D).Thomas Mitchell-Walter Huston.....		....a5/31/41
186	Dude Cowboy (W).....Tim Holt-Marjorie Reynolds.....		....a5/17/41
	Fantasia (FA)F .....Technicolor Cartoon	150	....b11/16/40
	Father Takes a Wife (C-D)..Adolphe Menjou-Gloria Swanson.....		....a5/17/41
	Gay Falcon .....George Sanders-Wendy Barrie.....		....a6/14/41
	Lady Scarface (D).....Dennis O'Keefe-Frances Neal.....		....a5/17/41
	Little Foxes (D).....Bette Davis-Richard Carlson.....		....a6/14/41
	Look Who's Laughing.....Bergen & McCarthy.....		....In Prod.
	Mexican Spitfire's Baby.....Leon Errol-Lupe Velez-Zasu Pitts....		....In Prod.
	Parachute Battalion (D).....Robert Preston-Nancy Kelly.....		....a4/19/41
	Unexpected Uncle.....Edmond O'Brien-Jane Wyatt.....		....In Prod.
	Untitled Western.....Tim Holt-Jane Clayton.....		....In Prod.
	Weekend for Three.....Dennis O'Keefe-Jane Wyatt.....		....In Prod.

REPUBLIC

Current 1939-40

924	Earl of Puddlestone (C)F.....The Gleasons.....	66..	8/31/41	...b8/17/40

Current 1940-41

16	AngelsWithBrokenWings(CD)F.Binnie Barnes-Gilbert Roland.....	72..	5/27/41	....b6/7/41
10	Arkansas Judge (C)F.....Rogers-Weaver Bros. and Elviry....	72..	1/28/41	...b1/25/41
45	Back in the Saddle (MW)F...Gene Autry-Smiley Burnette.....	73..	3/14/41	...b3/15/41
8	Barnyard Follies (C)F.....Mary Lee-June Storey-Rufe Davis...	67..	12/6/40	..b11/23/40
9	Behind the News (D)F.....Lloyd Nolan-Doris Davenport.....	74..	12/20/40	.b12/21/40
53	Border Legion (W)F.....Roy Rogers-Geo. "Gabby" Hayes...	58..	12/5/40	..b11/30/40
19	Bowery Boy (D)F.....Dennis O'Keefe-Louise Campbell...	71..	12/27/40	....b1/4/41
51	Colorado (W)F.....Roy Rogers-George Hayes.....	57..	9/15/40	....b9/7/40
15	Country Fair (CM)F.....Eddie Foy, Jr.-June Clyde.....	74..	5/5/41	...b5/17/41
77	Desert Bandit (W)F.....Don Barry-Lynn Merrick.....	56..	5/24/41	...b5/31/41
7	Friendly Neighbors (C)F.....Weaver Bros. & Elviry.....	67..	11/7/40	..b11/16/40
72	Frontier Vengeance (W)F.....Don Barry-Betty Moran.....	57..	10/10/40	.b10/12/40
22	Gay Vagabond, The (CD)F....Ruth Donnelly-Roscoe Karns.....	66..	5/12/41	...b5/24/41
17	Girl From Havana (D)A.....Dennis O'Keefe-Victor Jory.....	69..	9/11/40	...b9/14/40
21	Great Train Robbery (D)F...Bob Steele-Claire Carleton.....	61..	2/28/41	....b3/8/41
1	Hit Parade of 1941 (MC)F...Kenny Baker-Frances Langford.....	88..	10/15/40	.b10/19/40
55	In Old Cheyenne (W)F.....Roy Rogers-G. "Gabby" Hayes.....	58..	3/28/41	....b4/12/41
78	Kansas Cyclone (W).....Don Barry-Lynn Merrick.....	57..	6/24/41	....a5/31/41
14	Lady From Louisiana (PD)A.Una Munson-John Wayne.....	83..	4/22/41	....b5/3/41
64	Lone Star Raiders (W)F.....Three Mesquiteers.....	57..	12/23/40	.b12/21/40
11	Man Betrayed (D)A.....John Wayne-F. Dee-Edw. Ellis.....	83..	2/27/41	...b3/15/41
18	Meet the Missus (C)F.....Roscoe Karns-Ruth Donnelly.....	68..	11/29/40	..b11/23/40
3	Melody and Moonlight (M)F...Johnny Downs-Vera Vague.....	72..	10/11/40	..b10/5/40
41	Melody Ranch (MC)F.....Gene Autry-Jimmy Durante.....	84..	11/15/40	..b11/23/40
12	Mr. District Attorney (CD)F..Dennis O'Keefe-Peter Lorre.....	69..	3/26/41	....b4/5/41
57	Nevada City (W)F.....Roy Rogers-George "Gabby" Hayes.	58..	6/20/41	....b6/21/41
61	Oklahoma Renegades (W)F....Three Mesquiteers.....	57..	8/29/40	...b8/17/40
66	Pals of the Pecos (W)F.....Three Mesquiteers.....	56..	4/8/41	....b4/26/41
20	Petticoat Politics (C)F.....Roscoe Karns-Lois Ranson.....	67..	1/31/41	...b2/15/41
75	Phantom Cowboy (W)F.....Don Barry-Virginia Carroll.....	57..	2/14/41	...b2/22/41
65	Prairie Pioneers (W)F.....Three Mesquiteers.....	58..	2/16/41	...b2/22/41
43	Ride, Tenderfoot, Ride(MW)F.Autry-Burnette-June Story.....	65..	9/6/40	....b8/24/40
44	Ridin' on a Rainbow (MW)F..Gene Autry-Smiley Burnette.....	79..	1/24/41	....b2/1/41
54	Robin Hood of the Pecos(W)F.Roy Rogers-George Hayes.....	59..	1/14/41	....b1/18/41
13	Rookies on Parade (CM)F....Bob Crosby-Ruth Terry.....	69..	4/17/41	....b5/3/41
67	Saddlemates (W)F.....Three Mesquiteers.....	56..	5/26/41	....b6/14/41
56	Sheriff of Tombstone (W)F....Roy Rogers-George "Gabby" Hayes	56..	5/7/41	....b5/10/41
46	Singing Hill, The (MW)F....Gene Autry-Smiley Burnette.....	75..	4/26/41	....b5/3/41
2	Sis Hopkins (CM)F.....Judy Canova-Bob Crosby.....	98..	4/12/41	...b4/12/41
73	Texas Terrors (W)F.....Don Barry-Al St. John.....	57..	11/22/40	.b11/23/40
63	Trail Blazers (W)F.....Three Mesquiteers.....	58..	11/11/40	..b11/2/40
71	Tulsa Kid (W)F.....Don "Red" Barry.....	57..	8/16/40	...b8/3/40
76	Two-Gun Sheriff (W)F.....Don "Red" Barry-Lynn Merrick....	56..	4/10/41	....b4/26/41
62	Under Texas Skies (W)F.....Three Mesquiteers	57..	9/30/40	...b9/21/40
6	Who Killed Aunt Maggie? (My)A.....John Hubbard-Wendy Barrie.....	69..	11/1/40	...b11/2/40
74	Wyoming Wildcat (W)F.....Don Barry-Julie Duncan.....	56..	1/6/41	....b1/11/41
52	Young Bill Hickok (W)F.....Roy Rogers-Geo. Hayes.....	59..	10/21/40	.b10/5/40

Coming 1940-41

68	Gangs of Sonora (W).....Three Mesquiteers.....			....a6/7/41
4	Ice-Capades .....Dorothy Lewis-Jerry Colonna.....			....In Prod.
23	Poison Pen.....Flora Robson-Rob't Newton.....		6/30/41	....In Prod.
3	Puddin' Head (C).....udy Canova-Francis Lederer.....		6/25/41	...a5/17/41
47	Sunset in Wyoming (W).....Gene Autry-Smiley Burnette..... (Former title "Under Fiesta Stars")			....a6/7/41
	Ten Nights in Barroom.....Frank Albertson-Linda Hayes.....			....In Prod.

Coming 1941-42

	Hurricane Smith.....Ray Middleton-Jane Wyatt.....		....a6/7/41
	Mountain Moonlight .....Weaver Bros. & Elviry.....		....a5/3/41

20TH CENT.-FOX

Current 1940-41

143	Blood and Sand (Tech.) (D)A.Tyrone Power-Linda Darnell.....	125..	5/30/41	...b5/24/41
112	Bride Wore Crutches (CD)F..Lynne Roberts-Ted North.....	59..	6/13/41	...b7/27/40
107	Brigham Young, Frontiersman (PD)A.....Tyrone Power-Linda Darnell.....	112..	9/27/40	...b8/31/40
123	Chad Hanna (D) (Tech.)A....Henry Fonda-Linda Darnell.....	88..	12/27/40	.b12/14/40
110	Charlie Chan at the Wax Museum (My)F.....Sidney Toler-Joan Valerie.....	62..	9/6/40	....b8/3/40
108	Charter Pilot (B)F.....Lynn Bari-Lloyd Nolan.....	70..	12/6/40	...b11/23/40
141	Cowboy and the Blonde(CD)F.Mary Beth Hughes-G. Montgomery.	68..	5/16/41	....b4/26/41
136	Dead Men Tell (My)F.....Sidney Toler	61..	3/28/41	...b3/29/41
113	Down Argentine Way (M)F...Don Ameche-Betty Grable (Tech.)..	88..	10/11/40	..b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)F.....G. Murphy-B. Joyce-C. Ruggles....	80..	9/13/40	...b8/31/40
144	For Beauty's Sake (My-C)....Ned Sparks-Marjorie Rambeau.....		6/6/41	....a8/17/40
108	Gay Caballero (W)F.....Cesar Romero-Betty McLaughlin....	57..	10/4/40	...b9/28/40
104	Girl From Avenue A (C)F....Jane Withers-Kent Taylor.....	76..	8/9/40	...b8/10/40
127	Girl In the News (D)F.....Margaret Lockwood-Barry Barnes...	78..	1/31/41	....b1/4/41
130	Golden Hoofs (C)F.....Jane Withers-Buddy Rogers.....	66..	2/14/41	....b2/8/41
140	GreatAmericanBroadcast(DM)FAlice Faye-John Payne-Jack Oakie.	90..	5/9/41	....b5/3/41
142	Great Commandment (D)F....John Beal-Albert Dekker.....	80..	5/23/41	....b4/12/41
111	Great Profile (C)A.....John Barrymore-Mary Hughes.....	70..	10/25/40	..b8/17/40
115	Hudson's Bay (PD)F.....Paul Muni-Gene Tierney.....	94..	1/3/41	..b12/28/40
122	Jennie (D)F.....Doris Bowden-Geo. Montgomery.....	78..	12/20/40	.b12/7/40
139	Mail Train.....Alastair Sim-Gordon Harker.....		4/25/41	...Not Rev.
146	Man Hunt (Spy)F.....Walter Pidgeon-Joan Bennett.....	100..	6/20/41	....b6/14/41
101	Man I Married (D)A.....Joan Bennett-Francis Lederer.....	76..	8/2/40	...b7/20/40
117	Mark of Zorro (D)F.....Tyrone Power-Linda Darnell.....	92..	11/8/40	...b11/9/40
124	Michael Shayne, Private Detective (My)F.....Lloyd Nolan-Marjorie Weaver.....	77..	1/10/41	..b12/28/40
132	Murder Among Friends (MyC)F .....John Hubbard-Marjorie Weaver....	67..	3/14/41	...b2/22/41
121	Murder Over New York (My)F.Sidney Toler-Marjorie Weaver.....	65..	12/13/40	.b12/7/40
114	Night Train (D)A.....Margaret Lockwood-Rex Harrison... (Reviewed as "In Disguise")	95..	10/18/40	...b8/3/40
106	Pier 13 (CD)F.....Lynn Bari-Lloyd Nolan.....	66..	8/23/40	...b8/17/40
103	Return of Frank James (PD)F.H. Fonda-J. Cooper (Tech.).....	92..	8/16/40	...b8/17/40
129	Ride Kelly Ride (D)F.....Marvin Stephens-Rita Quigley.....	59..	2/7/41	....b1/25/41
136	Ride On Vaquero (W)F.....Cesar Romero-Mary Beth Hughes...	64..	4/18/41	...b3/22/41
125	Romance of the Rio Grande (W)F.....Cesar Romero-Patricia Morison.....	73..	1/17/41	.b12/28/40
131	Scotland Yard (D)F.....Edmund Gwenn-Nancy Kelly.....	67..	2/28/41	...b3/29/41
134	Sleepers West (D)F.....Lloyd Nolan-Lynn Bari.....	72..	4/4/41	....b3/22/41

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

148	Accent on Love (CD)	Geo. Montgomery-Osa Massen		7/11/41	a5/31/41
149	Dance Hall	Cesar Romero-Carole Landis		7/18/41	a5/31/41
147	Moon Over Miami (MC)F	Don Ameche-Betty Grable (Tech.)	91	7/4/41	b6/21/41
135	Outlaw, The	Walter Huston-Thos. Mitchell			In Prod.
145	Very Young Lady (CD)F	Jane Withers-Nancy Kelly	79	6/27/41	b5/3/41

Coming 1941-42

Belle Starr (Tech.) (D)	Gene Tierney-Randolph Scott	a5/24/41
Charley's Aunt	Jack Benny-Kay Francis	a6/7/41
Charlie Chan in Rio (My)	Sidney Toler-Mary Beth Hughes	a6/21/41
Dressed to Kill	Lloyd Nolan-Mary Beth Hughes	a6/7/41
How Green Was My Valley	Maureen O'Hara-Walter Pidgeon	In Prod.
Man at Large	Marjorie Weaver-Richard Derr	In Prod.
Last of the Duanes (D)	Geo. Montgomery-Lynn Roberts	a5/31/41
Marry the Boss' Daughter	Brenda Joyce-Bruce Edwards	In Prod.
Private Nurse (D)	Brenda Joyce-Jane Darwell	a6/21/41
Riders of the Purple Sage	George Montgomery-Mary Howard	In Prod.
Sun Valley Serenade	Sonja Henie-John Payne-M. Berle	In Prod.
Weekend in Havana	Alice Faye-John Payne (Tech.)	In Prod.
We Go Fast	Lynn Bari-Alan Curtis	In Prod.
Wild Geese Calling	Henry Fonda-Joan Bennett	a5/31/41
Yank in the R.A.F. (War)	Tyrone Power-Betty Grable	

UNITED ARTISTS

Current

Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
Broadway Limited (C-D)F	Victor McLaglen-Dennis O'Keefe	73	6/13/41	b6/14/41
Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

International Lady (D)	Ilona Massey-George Brent			a6/21/41
Lydia	Merle Oberon-Alan Marshall (Former title, "Illusions")			a6/14/41
Major Barbara (CD)A	Wendy Hiller-Robert Morley	112		b5/3/41
New Wine (MD)	Ilona Massey-Ginnie Barnes		8/8/41	a3/8/41
Niagara Falls	Marjorie Woodworth-Tom Brown			In Prod.
Sundown	Gene Tierney-Bruce Cabot			In Prod.

UNIVERSAL

Current 1939-40

4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5011	Flame of New Orleans (CD)F	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5000	In the Navy (CM)F	Abbott & Costello-Dick Powell	86	5/30/41	b5/31/41
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5055	Men of the Timberland (A)F	Richard Arlen-Andy Devine	61	6/6/41	b5/31/41
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell	83	4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)F	Richard Arlen-Andy Devine	61	4/18/41	b5/3/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
	Tight Shoes (C)F	Brod Crawford-Ann Gwynne	67	6/13/41	b6/14/41
5034	Too Many Blondes (CM)A	Rudy Vallee-Helen Parrish	60	5/23/41	a5/24/41
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

	Bachelor Daddy (C)	Baby Sandy-Kathryn Adams (Former title "Sandy Steps Out")		7/4/41	a4/5/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		8/1/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Hello Sucker (C)	Hugh Herbert-Peggy Moran	60	7/11/41	a5/17/41
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	Hold That Ghost (MyC)	Abbott & Costello—Evelyn Ankers. (Former title, "Oh Charlie")		8/8/41	a2/22/41
	Law of the Range (W)	Johnny Mack Brown		6/20/41	a6/7/41
5056	Raiders of the Desert	Richard Arlen-Andy Devine		6/18/41	In Prod.
	Rawhide Rangers (W)	Johnny Mack Brown-Fuzzy Knight		7/18/41	a5/24/41
	San Antonio Rose	Robert Paige-Jane Frazee		6/20/41	a6/7/41
	This Woman Is Mine (PD)	Franchot Tone-Walter Brennan (Former title "I, James Lewis")		7/25/41	a6/7/41

Coming 1941-42

Almost an Angel	Deanna Durbin-Charles Laughton	In Prod.
Arizona Cyclone (W)	Johnny Mack Brown	In Prod.
Beyond the Law (D)	Wm. Gargan-June Clyde-John Litel	a5/17/41
Flying Cadets (D)	Wm. Gargan-Ed. Lowe-Peggy Moran	a5/31/41
Halfway to Shanghai	Charles Bickford-Evelyn Ankers	a4/26/41
Jail House Blues (C)	Anne Gwynne-Nat Pendleton (Former title "Big House Blues")	a5/31/41
Man From Montana (W)	Johnny Mack Brown-Fuzzy Knight	In Prod.
Masked Rider (W)	Johnny Mack Brown-Fuzzy-Knight	In Prod.
Mob Town	Dead End Kids-Dick Foran	In Prod.
Moonlight in Hawaii (CM)	Johnny Downs-Jane Frazee	a5/17/41
Radio Revels of 1942	Frances Langford-Ken Murray	In Prod.
Sing Another Chorus (M)	Johnny Downs-Jane Frazee	a4/26/41
Unfinished Business (D)	Irene Dunne-Robt. Montgomery	a3/8/41

WARNER BROS.

Current 1939-40

412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40

Current 1940-41

566	Affectionately Yours (SC)F	Merle Oberon-Dennis Morgan	88	5/10/41	b5/10/41
570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
504	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne—All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
500	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
	Million Dollar Baby (CD)F	Priscilla Lane-Ronald Reagan	102	5/31/41	b5/24/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
523	Nurse's Secret (My)F	Lee Patrick-Regis Toomey	65	5/24/41	b5/10/41
	Out of the Fog (D)A	Ida Lupino-John Garfield	85	6/14/41	b6/14/41
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My)F	Maris Wrixon-Wm. Lundigan	63	3/1/41	b5/17/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
	Shining Victory (D)A	G. Fitzgerald-Jas. Stephenson	83	6/7/41	b5/24/41
522	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
563	Singapore Woman (D)A	Brenda Marshall-David Bruce	64	5/17/41	b5/10/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
567	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	b4/26/41

Coming

Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris	7/26/41		a4/12/41
Bride Came C.O.D. (C-D)	Bette Davis-James Cagney	7/12/41		a2/15/41
Bullets For O'Hara (D)	Joan Perry-Roger Pryor	7/19/41		a5/24/41
Dive Bomber (Tech.) (D)	Errol Flynn-Fred MacMurray	8/30/41		a5/24/41
Flight Patrol (D)	James Stephenson-Ronald Reagan			a4/12/41
Highway West (D)	Brenda Marshall-Olympe Bradna	8/23/41		a3/1/41
Kisses for Breakfast (C)	Dennis Morgan-Jane Wyatt (Former title "She Stayed Kissed")	7/5/41		a1/25/41
Law of the Tropics	Constance Bennett-Jeffrey Lynn			In Prod.
Maltese Falcon	Mary Astor			In Prod.
Manpower (D)	Marlene Dietrich-George Raft	8/9/41		a4/19/41
Navy Blues (C)	A Sheridan-J. Oakie-M. Raye			a5/3/41
New Orleans Blues	Priscilla Lane-Richard Whorf			In Prod.
Nine Lives Are Not Enough	Ronald Reagan			In Prod.
One Foot in Heaven	Frederic March-Martha Scott			In Prod.
Passage From Hongkong(My)F	Keith Douglas-Lucile Fairbanks	61	6/21/41	b6/7/41
Sergeant York	Gary Cooper-Joan Leslie			a3/29/41
Smiling Ghost (D)	Wayne Morris-Brenda Marshall			a6/21/41
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy	8/2/41		a3/1/41
Underground (D)	Jeffrey Lynn-Karen Verne	95	6/28/41	b6/14/41

MISCELLANEOUS

Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
King of the White Elephants (PD)F	Siamese cast	66	Pridi	b4/5/41
Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
No Greater Sin (D)A	Leon Ames-Luana Walters	85	University	b6/21/41
Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Short Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny.	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks.	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny.	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday.	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit.	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

STOOGE COMEDIES (8)

1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40

COLUMBIA 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2436	French Fried Patootie		18	Not Rev.
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle	Fair	17	5/24/41
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife.	Fairly Amusing	16	1/25/41
2435	Yankee Doodle Andy		16	Not Rev.
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights	Poor	10	5/24/41
2975	Feathers	Very Good	9	3/ 1/41
2979	Fighter Pilot		11	Not Rev.
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/ 1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2509	Tom Thumb's Brother		7	Not Rev.
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West.	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2756	Kitty Gets the Bird		7	Not Rev.
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)	Very Good	11	5/31/41

COLUMBIA 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of

INTERNATIONAL FORUM (6)

No. 1		Timely	18	3/ 1/41
No. 2			16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41
2857	No. 7 (Ken Murray)		10	Not Rev.
2858	No. 8 (Jerry Colonna)		10	Not Rev.

STOOGE COMEDIES (8)

2407	All the World's a Stooge.	Typical	16	5/24/41
2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2808	Aquaplay		9	Not Rev.
2807	Diving Thrills	Very Good	9	5/31/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes.	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger.	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

MGM 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
PETE SMITH SPECIALTIES (13)			
S-110 Cat College	Excellent	10	7/27/40
S-107 Domineering Male	Excellent	10	3/30/40
S-113 Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101 Let's Talk Turkey	Swell	10	11/25/39
S-104 Maintain the Right	Very Good	10	1/20/40
S-112 Please Answer	Very Good	9	9/ 7/40
S-103 Romance of the Potato	Good	9	12/23/39
S-102 Ski Birds	Excellent	8	11/25/39
S-111 Social Sea Lions	Novel	9	7/27/40
S-108 Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106 Stuffie	Swell	11	3/ 9/40
S-105 What's Your I.Q.?	Good	7½	3/ 9/40
S-109 What's Your I.Q.? No. 2	Good	9	7/ 6/40
ROBERT BENCHLEY (4)			
F-141 Day of Rest	Funny	10	10/28/39
F-144 Home Movies	A Howl	9	3/ 9/40
F-142 See Your Doctor	Very Funny	8	12/23/39
F-143 That Inferior Feeling	Excellent	10	1/20/40
SPECIAL SUBJECTS			
X-151 Flag Speaks	A Must	19	5/ 4/40
X-80 Northward Ho!	A Trailer	9	3/ 9/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-59 Calling on Colombia	Standard	8	4/27/40
T-51 Day on Treasure Island	Colorful	10	9/ 9/39
T-55 Land of Alaska Nellie	Good	10	1/27/40
T-61 Modern New Orleans	Interesting	9	6/ 1/40
T-52 Natural Wonders of Washington State	Okay	10	10/28/39
T-57 Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56 Old Natchez	Good	9	2/ 3/40
T-53 Quaint St. Augustine	Charming	9	11/25/39
T-58 Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60 Sitka and Juneau	Interesting	9	4/27/40
T-62 Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54 Valiant Venezuela	Standard	9	12/23/39

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CARTOONS (18) (Tech.)			
W-243 Abu the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-246 Goose Goes South		8	Not Rev.
W-248 Dance of the Weed		8	Not Rev.
W-247 Little Mole	Very Good	8	5/17/41
W-241 Lonesome Stranger	Excellent	9	12/ 7/40
W-242 Mrs. Ladybug	Excellent	8	1/ 4/41
W-244 Prospecting Bear	Funny	9	4/ 5/41
W-247 Rookie Bear	Funny	8	6/14/41
CRIME DOESN'T PAY (6)			
P-205 Coffins on Wheels	Excellent	20	6/14/41
P-201 Eyes of the Navy	Excellent	22	10/19/40
P-204 Forbidden Passage	Tops	21	3/ 1/41
P-203 Respect the Law	Very Good	20	2/ 1/41
P-202 You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
M-235 Battle, The		10	Not Rev.
M-232 Great Meddler	Very Good	10	1/ 4/41
M-233 Happiest Man on Earth	Unusual	10	2/ 1/41
M-236 Man Who Changed the World		10	Not Rev.
M-234 More About Nostradamus	Timely	11	2/22/41
M-231 Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
C-296 Baby Blues	Very Good	10	4/ 5/41
C-295 Fightin' Fools	Good Fun	10	2/ 1/41
C-293 Goin' Fishin'	Standard	10	11/ 9/40
C-291 Good Bad Boys	Good	11	9/ 7/40
C-294 Kiddie Cure	Good Gang	11	12/ 7/40
C-298 1-2-3 Go	Amusing	10	5/17/41
C-299 Robot Wrecks		10	Not Rev.
C-292 Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297 Ye Olde Minstrels	Poor	11	4/ 5/41
PASSING PARADE (9)			
K-281 American Spoken Here	Excellent	10	12/ 7/40
K-283 More Trifles of Importance	Excellent	11	4/ 5/41
K-284 Out of Darkness	Significant	10	5/10/41
K-286 This Is the Bowery		10	Not Rev.
K-282 Whispers	Excellent	10	2/22/41
K-285 Willie and the Mouse	Instructive	10	6/14/41
K-287 Your Last Act		10	Not Rev.
PETE SMITH SPECIALTIES (14)			
S-267 Aeronutics	Satisfactory	10	5/17/41
S-269 Cuban Rhythm		10	Not Rev.
S-268 Lions on the Loose	Good	10	6/14/41
S-266 Memory Tricks	Amusing	9	4/ 5/41
S-264 Penny to the Rescue	Excellent	10	2/ 1/41
S-261 Quicker'n a Wink	Excellent	10	11/ 9/40
S-265 Quiz Biz	Entertaining	10	2/22/41
S-263 Sea For Yourself	Holds Interest	10	1/ 4/41
S-270 Water Bugs		10	Not Rev.
S-262 Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-218 Alluring Alaska	Usual	10	4/ 5/41
T-214 Beautiful Bali	As Usual	10	12/ 7/40
T-211 Capital City	Fair	9	9/ 7/40
T-212 Cavalcade of San Francisco	Too Late	9	9/28/40
T-219 Glimpses of Kentucky	Good	10	5/10/41
T-221 Glimpses of Washington State		10	Not Rev.
T-222 Haiti, Land of Dark Majesty		10	Not Rev.
T-216 Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213 Old New Mexico	Fair	10	11/ 9/40
T-215 Old New Orleans	As Usual	10	1/ 4/41
T-217 Red Men on Parade	Fair	10	3/ 1/41
T-220 Yosemite the Magnificent	Colorful	10	6/14/41

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
C9-3 Ants in the Plants	Good	7	3/23/40
C9-1 Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4 Kick in Time	Good	7	2/24/40
C9-2 Little Lambkin	Cute	7	8/17/40
C9-5 Snubbed by a Snob	Cute	7	5/18/40
C9-6 You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
K9-6 Argentina		10	Not Rev.
K9-3 Chile	Fair Travelogue	10	12/16/39
K9-4 Cuba		10	Not Rev.
K9-1 Ecuador	Fair	10	9/16/39
K9-5 Isle of Columbus		10	Not Rev.
K9-7 Pacific Paradise	Interesting	10	7/13/40
K9-2 Peru	Average	10	10/21/39
HEADLINERS (10)			
A9-1 Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9 Blue Barron & Orch.	Good	10	6/ 8/40
A9-5 Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8 Have You Met Yvette?	Good	10	5/ 4/40
A9-4 Here's Hal	Average	10	12/16/39
A9-6 Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3 Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7 George Olsen and His Music	Peppy	10	3/23/40
A9-2 Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10 Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
V9-3 Bits of Life	Misses Fire	11	12/16/39
V9-2 Busy Little Bears	Splendid	10	11/11/39
V9-9 Dangerous Dollars	Informative	11	7/13/40
V9-7 Not So Dumb	Excellent	10	3/23/40
V9-6 Pictorial	Interesting	10	2/24/40
V9-10 Pictorial No. 2	Satisfactory	10	8/24/40
V9-1 Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5 Sugar Wind	Good	10	2/ 3/40
V9-8 Television Preview	Interesting	10	5/18/40
V9-4 Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
E9-10 Doing Impossikible Stunts	Good	7	8/17/40
E9-3 Females Is Fickle	Good	7	3/23/40
E9-9 Fightin' Pals		7	Not Rev.
E9-5 Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1 Never Sock a Baby	Good	6	11/18/39
E9-8 Nurse Mates	Fair	7	7/13/40
E9-6 Onion Pacific	Satisfactory	7	6/ 8/40
E9-12 Puttin' On the Act	Poor	7	8/24/40
E9-2 Shakespearian Spinach	Funny	7	2/ 3/40
E9-4 Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11 Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7 Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
J9-1 No. 1	Very Good	10	9/23/39
J9-2 No. 2	Very Interesting	10	11/25/39
J9-3 No. 3	Interesting	10	1/27/40
J9-4 No. 4	Exceptional	10	2/24/40
J9-5 No. 5	Very Good	10	5/ 4/40
J9-6 No. 6	Good	11	7/13/40
SPORTLIGHTS (13)			
R9-5 Aqua-Rhythm	Good	10	11/18/39
R9-10 Blue Streak	Excellent	10	5/ 4/40
R9-7 Bowling Skill	Very Good	10	2/ 3/40
R9-3 Catching Whoppers	Thrilling	10	9/23/39
R9-12 Cradle of Champions	Excellent	10	6/15/40
R9-4 Dog Is Born	Excellent	10	11/ 4/39
R9-2 Desert Adventure	Excellent	10	9/23/39
R9-8 Human Fish	Excellent	10	2/24/40
R9-1 Hydro-Maniacs	Exciting	10	8/26/39
R9-6 Judo Experts	Excellent	10	1/20/40
R9-11 Playmates of the Wild	Unique	10	5/18/40
R9-13 Sink or Swim	Very Good	10	7/13/40
R9-9 Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
B9-5 Foul Ball Player	Fair	7	6/ 8/40
B9-9 Fulla Bluff Man	Fair	7	8/24/40
B9-3 Granite Hotel	Good	7	5/18/40
B9-11 Pedagogical Institution		7	Not Rev.
B9-10 Springtime in the Rockage		7	Not Rev.
B9-6 Ugly Dino	Cute	7	7/13/40
B9-2 Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4 Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8 Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1 Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12 Way Back When Women Had Their Weigh		7	Not Rev.
B9-7 Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
D9-1 Blue Danube Waltz	Glorious Music.	10	10/21/39
D9-2 Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3 William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
L9-1 No. 1	Good	11	10/14/39
L9-2 No. 2	Fair	11	12/16/39
L9-3 No. 3	Good	11	2/ 3/40
L9-4 No. 4	Interesting	10	5/ 4/40
L9-5 No. 5	Good	10	5/18/40
L9-6 No. 6	Interesting	10	8/16/40

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	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
H0-4 Bring Himself Back Alive	Good	7	12/21/40
H0-1 Dandy Lion	Poor	7	10/ 5/40
H0-3 Mommy Loves Poppy	Average	7	11/23/40
H0-2 Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7 Speaking of Animals	Excellent	9	3/15/41
H0-8 Triple Trouble	Just Fair	7	5/10/41
H0-6 Twinkletoes Gets the Bird		7	Not Rev.
H0-10 Twinkletoes, Where He Goes Nobody Knows		7	Not Rev.
H0-5 Wild Oysters	Unusual	7	2/15/41
H0-9 Zero, the Hound	So-So	7	5/31/41
FASCINATING JOURNEYS (6) (Tech.)			
M0-4 Delhi	Good	11	4/ 5/41
M0-5 Indian Durbar	Gorgeous	10	5/10/41
M0-1 River Thames—Yesterday	Beautiful	10	11/23/40
M0-2 Sacred Ganges	Dull	10	1/25/41
M0-3 Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
G0-3 All's Well	Silly	7	1/18/41
G0-2 Constable	Satisfactory	7	11/23/40
G0-6 Fire Cheese		7	Not Rev.
G0-1 King For a Day	Fair	7	10/26/40
G0-5 Swing Cleaning	Fair	7	4/19/41
G0-4 Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
A0-5 Bob Chester & Orch.	Average	10	4/ 5/41
A0-4 Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2 Listen to Larry	Satisfactory	10	11/ 2/40
A0-3 Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1 Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
A0-6 Those We Love	Different	11	5/31/41
MADCAP MODELS (6) (Tech.)			
U0-2 Dipsy Gipsy	Very Good	9	4/19/41
U0-3 Hoola Boola		9	Not Rev.
U0-1 Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
V0-3 Breezy Little Bears	Excellent	10	1/18/41
V0-1 Nature's Nursery	Excellent	10	11/ 2/40
V0-4 Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2 Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
E0-4 Eugene, the Jeep	Funny	7	12/ 7/40
E0-8 Flies Ain't Human	Fair	7	4/19/41
E0-2 My Pop, My Pop	Amusing	7	11/ 2/40
E0-10 Olive's Boithday Presink	Snappy	7	5/31/41
E0-7 Olive's Sweepstake Ticket		7	Not Rev.
E0-9 Popeye Meets Rip Van Winkle	Fair	7	5/10/41
E0-1 Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5 Problem Pappy	Fair	7	1/25/41
E0-6 Quiet Pleeze	Very Good	7	3/22/41
E0-3 With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
J0-1 No. 1	Good	10	10/ 5/40
J0-2 No. 2	Interesting	10	11/23/40
J0-3 No. 3	Interesting	10	12/21/40
J0-4 No. 4	Usual	10	3/22/41
J0-5 No. 5	Interesting	10	4/ 5/41
ROBERT BENCHLEY (4)			
S0-3 Crime Control	Excellent	11	4/19/41
S0-4 Forgotten Man	Typical	10	5/31/41
S0-1 Trouble With Husbands	Great Fun	11	11/16/40
S0-2 Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
FF0-1 Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
R0-6 Acrobatic Aces	Excellent	10	1/25/41
R0-8 Canine Sketches	Fine	10	3/22/41
R0-1 Diving Demons	Beautiful	10	10/ 5/40
R0-5 Feminine Fitness	Very Good	10	12/21/40
R0-7 Fishing Fever	Appealing	10	3/22/41
R0-4 Marine Round-up	Excellent	10	12/ 7/40
R0-3 Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-10 On the Spot	Funny	10	5/10/41
R0-11 Lasso Wizards		10	Not Rev.
R0-2 Sporting Everglades	Very Good	10	10/26/40
R0-9 Sun Fun	Exhilarating	10	4/ 5/41
UNUSUAL OCCUPATIONS (6)			
L0-1 No. 1	Good	10	10/ 5/40
L0-2 No. 2	Interesting	10	12/ 7/40
L0-3 No. 3	Good	10	2/15/41
L0-4 No. 4	Good	11	3/29/41
L0-5 No. 5	A Wow	11	5/31/41

RKO-RADIO 1939-40

DISNEY CARTOONS (18) (Tech.)			
4105 Bill Poster	Very Good	8	5/25/40
4107 Bone Trouble		9	Not Rev.
4103 Donald's Dog Laundry	Very Funny	8	5/25/40
4109 Donald's Vacation	A Scream	8	8/10/40
4114 Fire Chief	Good	8	12/14/40
4113 Goofy's Glider	Excellent	8	12/14/40
4118 Little Whirlwind	Good	8	4/ 5/41
4106 Mr. Duck Steps Out	Swell	8	5/25/40
4112 Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101 Officer Duck	A Scream	8	9/16/39
4115 Pantry Pirate	Very Good	8	2/ 1/41
4110 Pluto's Dream House	Excellent	8	9/14/40
4117 Pluto's Playmate	Excellent	8	3/ 1/41
4108 Put-Put Troubles		7	Not Rev.
4102 Riveters	A Howl	7	5/25/40
4116 Timber	A Howl	8	3/ 1/41
4104 Tugboat Mickey	Excellent	8	5/25/40
4111 Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
3401 Act Your Age	Extremely Funny	18	10 7 39
3402 Kennedy the Great		19	Not Rev.
3404 Mutiny in the County		17	Not Rev.
3403 Slightly at Sea		16	Not Rev.
3405 'Taint Legal		16	Not Rev.

RKO-RADIO 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
INFORMATION PLEASE (13)			
4201 No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202 No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203 No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204 No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205 No. 5 (Chris. Morley)	Good	11	2/10/40
4206 No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207 No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208 No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209 No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210 No. 10 (Deems Taylor)	Good	11	6/15/40
4211 No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212 No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213 No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
3704 Bested by a Beard		20	Not Rev.
3703 Scrappily Married		20	Not Rev.
3702 Truth Aches		19	Not Rev.
3701 Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
3108 Canada at War	Interesting	18	3/ 9/40
3109 America's Youth—1940	Satisfactory	19	4/13/40
3110 Philippines	Interesting	19	5/11/40
3111 U. S. Navy	Good	19	6/ 8/40
3112 Spoils of Conquest	Good	17	8/10/40
3113 Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
3201 Blamed For a Blonde	Very Funny	19	10/ 7/39
3203 Chicken Feed		18	Not Rev.
3202 Coat Tales		18	Not Rev.
3205 Goodness a Ghost		16	Not Rev.
3204 Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
3502 Bandits and Ballads		17	Not Rev.
3504 Coralling a School Marm	Good	20	8/10/40
3501 Cupid Rides the Range	Very Good	18	9/16/39
3503 Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
4602 Acres of Plenty	Very Good	9	11/ 4/39
4609 Air Army	Timely	9	4/27/40
4603 American Royal	Excellent	9	11/18/39
4613 Hats		9	Not Rev.
4605 Men of Muscle	Good	9	2/10/40
4607 Navajoland	Very Good	10	2/10/40
4601 Nevada Unlimited	Interesting	9	9/30/39
4608 Siege	Startling	10	2/10/40
4610 Stray Lamb	Unusual	8	6/15/40
4611 Streamlined	Excellent	9	8/10/40
4606 Vacation Diary	Exhilarating	10	2/17/40
4612 Week End		9	Not Rev.
4604 West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
4306 Aquapoise	Swell	9	2/10/40
4312 Arrow Points	Good Archery	8	9/14/40
4309 Court Favorites	Interesting	10	4/27/40
4308 Flycasting	Interesting	9	4/ 6/40
4301 Gun Play	Fair	9	9/30/39
4302 Hunting Hounds	Very Good	9	11/ 4/39
4311 Hurdle Hoppers	Splendid	9	6/15/40
4303 Ice Cutters	Good	9	11/ 4/39
4307 Pennant Chasers	For Ball Fans	9	4/ 6/40
4310 Silent Wings	Interesting	10	6/15/40
4305 Sky Game	Excellent	9	12/23/39
4313 Trouble Shooter	For Golfers	9	9/14/40
4304 Winter Playground	Splendid	9	12/ 9/39

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	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
4103 Baggage Buster	Hilarious	7	5/10/41
4105 Canine Caddy	Tops	7	6/ 7/41
4102 Gentleman's Gentleman	Tops	7	4/ 5/41
4101 Golden Eggs	Excellent	8	4/ 5/41
4104 Good Time for a Dime	Excellent	8	5/10/41
4106 Nifty Nineties	Amusing	8	6/ 7/41
EDGAR KENNEDY (6)			
3406 Apple In His Eye	Hokey	18	6/14/41
3403 Drafted in the Depot		19	Not Rev.
3405 It Happened All Night	Fair	19	4/12/41
3404 Mad About Moonshine	Fair	18	3/ 1/41
3401 Sunk by the Census	Funny	18	9/14/40
3402 Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
4201 No. 1 (Anna Neagle)	Excellent	11	9/14/40
4202 No. 2 (Ruth Gordon)	Good	10	10/19/40
4203 No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
4204 No. 4 (Louis Bromfield)	Excellent	11	12/14/40
4205 No. 5 (Wendell Willkie)	Good	10	2/ 1/41
4206 No. 6 (Jan Struther)	Excellent	11	3/ 1/41
4207 No. 7 (Anna Neagle)	Very Good	10	4/ 5/41
4208 No. 8 (Boris Karloff)	Excellent	10	4/ 5/41
4209 No. 9 (Alice Marble)	Excellent	11	5/10/41
4210 No. 10 (Louis Bromfield)	Entertaining	10	6/ 7/41
4211 No. 11 (Jan Struther)		11	Not Rev.
LEON ERROL (6)			
3703 Fired Man	Mildly Amusing	20	2/ 1/41
3701 He Asked for It	Very Funny	18	9/14/40
3706 Panic In the Parlor	Unfunny	20	Not Rev.
3705 Polo Phoney	Good	18	5/17/41
3702 Tattle Talevision	Funny	19	11/16/40
3704 When Wife's Away	Fair	20	4/ 5/41
MARCH OF TIME (13)			
3101 On Foreign Newsfronts	Fair	19	9/21/40
3102 Britain's R.A.F.	Informative	18	10/ 5/40
3103 Mexico	Timely	19	10/26/40
3104 Arms and the Men—U.S.A.	Timely	19	11/23/40
3105 Labor and Defense—1941	Excellent	19	12/21/40
3106 Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
3107 Americans All	Good	18	2/15/41
3108 Australia at War	Timely	18	3/15/41
3109 Men of the FBI	Excellent	21	4/12/41
3110 Crisis in the Atlantic	Timely	18	5/10/41
3111 China Fights Back	Timely	18	6/ 7/41

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
RAY WHITLEY (4)			
13501 Bar Buckaroos	Good	16	11/16/40
13502 Prairie Spooners	Very Good	13	3/ 1/41
13503 Red Skins & Red Heads	Poor	18	5/10/41
PICTURE PEOPLE (13)			
14401/No. 1	Interesting	10	9/14/40
14402 No. 2	Good	9	10/19/40
14403 No. 3	Night Club Plug	10	11/16/40
14404 No. 4	Good	10	12/14/40
14405 No. 5	Fair	10	2/ 1/41
14406 No. 6	Fair	10	3/ 1/41
14407 No. 7	Average	10	3/29/41
14408 No. 8	Fair	10	4/12/41
14409 No. 9	Fair	8	5/17/41
14410 No. 10	Fair	8	6/ 7/41
SPECIAL SUBJECT			
13801 Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)			
14501 Eyes on Brazil	Very Interesting	10	3/ 1/41
14503 How Goes Chile		10	Not Rev.
14502 What's Happening in Argentina	Very Timely	10	4/12/41
SPORTSCOPES (13)			
14307 Caballero College	Fair	9	3/ 1/41
14310 Jockey's Day	Good	9	6/ 7/41
14302 Kentucky Royalty	Horse Lovers	9	10/19/40
14306 Mat Men	Good	9	3/ 1/41
14308 Publicity Sports	Excellent	9	4/ 5/41
14301 Quail Quest	Good	9	9/14/40
14311 Rolling Rhythm		10	Not Rev.
14305 Snow Eagles	Excellent	9	2/ 1/41
14304 Snow Fun	Exhilarating	9	12/14/40
14303 Sportsman's Partner	For Dog Lovers	9	11/16/40
14309 Sword Soldiers	Technical	9	5/10/41

REPUBLIC 1940-41

	Comment	Running Time	Reviewed Issue Of
MEET THE STARS (12)			
28-2 Baby Stars	Excellent	10	2/ 1/41
28-1 Chinese Garden Festival	Good Starter	10	12/21/40
28-5 Hollywood Meets the Navy	Timely	10	5/ 3/41
28-4 Los Angeles Examiner Benefit	Fair	10	4/26/41
28-7 Meet Roy Rogers	Interesting	10	6/21/41
28-6 Stars at Play	Entertaining	10	6/14/41
28-8 Stars—Past & Present		10	Not Rev.
28-3 Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
201 Conquering the Colorado	Exciting	11	8/19/39
202 Filming the Fleet	Exceptional	10	9/23/39
203 Sky Fighters	Excellent	10	12/ 9/39
204 Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
404 Cheerio My Dears		9	Not Rev.
403 Labor Savers	Amusing	9	3/30/40
401 Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402 Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
601 For Going Places	For Women	10	9/23/39
603 For Outdoors	Excellent	10	3/30/40
602 For Play Hours	Excellent	10	2/24/40
604 No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
103 Aghileen Pinnacles	Excellent	11	10/14/39
101 Birthplace of Icebergs	Remarkable	11	8/19/39
107 Climbing the Spirit's Home	Interesting	10	3/30/40
102 Evergreen Empire	Interesting	10	9/23/39
106 Flying Stewardess		10	Not Rev.
108 Isles of the East	Excellent	9	6/ 1/40
104 Kangaroo Country	Interesting	10	12/ 9/39
105 Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
306 Action on Ice		10	Not Rev.
301 Big Game Fishing	Exciting	10	9/16/39
302 Clocking the Jockeys	Interesting	11	10/14/39
304 Following the Hounds (Tech.)	Outstanding	10	2/24/40
305 Over the Seven Seas	Fine	10	3/30/40
303 Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
510 All's Well That Ends Well	Fair	7	4/ 6/40
559 Catnip Capers (Tech.)	Good	7	6/ 8/40
507 Dog in a Mansion	Good	7	2/24/40
508 Edgar Runs Again	Very Good	7	2/24/40
555 First Robin (Tech.)		7	Not Rev.
501 Golden West	Clever	7	8/19/39
509 Hare and Hounds		7	Not Rev.
556 Harvest Time (Tech.)	Clever	7	2/24/40
505 Hitch-Hiker		7	Not Rev.
552 Hook, Line and Sinker (Tech.)		7	Not Rev.
506 Ice Pond		7	Not Rev.
511 It Must Be Love		7	Not Rev.
558 Just a Little Bull (Tech.)		7	Not Rev.
517 Love in a Cottage		7	Not Rev.
557 Much Ado About Nothing	Good (Tech.)	7	4/ 6/40
504 One Mouse in a Million	Fair	7	12/ 9/39
553 Orphan Duck (Tech.)	Diverting	7	10/14/39
514 Professor Offkeyski	Good	7	6/ 1/40
515 Rover's Rescue		7	Not Rev.
516 Rupert the Runt		7	Not Rev.
502 Sheep in the Meadow	Satisfactory	7	10/14/39
513 Swiss Ski Yodelers	Clever	7	6/ 1/40
551 Two Headed Giant	Good (Tech.)	7	8/19/39
503 Watch Dog		7	Not Rev.
554 Wicky Wacky Romance	Excellent (Tech.)	7	12/ 9/39
512 Wot's All the Shootin' Fer		7	Not Rev.

20TH CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
1201 Midget Motor Mania	Unusual	10	10/12/40
1203 Modern Highway	Good	10	3/ 1/41
1202 Training Police Horses	Excellent	10	2/ 8/41
LEW LEHR COMEDIES (4)			
1401 Grunters and Groaners	Tiresome	10	8/10/40
1402 Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
1108 Arctic in Springtime		10	Not Rev.
1106 Caribbean Sentinel	Good	10	4/26/41
1101 Eskimo Trails	Enlightening	10	8/10/40
1103 Isle of Mystery		10	Not Rev.
1109 Letter From Cairo		10	Not Rev.
1102 Land of Flowers (Tech.)	Colorful	9	8/10/40
1107 Miracle of Hydro	Different	10	4/19/41
1104 Old Dominion State (Tech.)	Very Good	10	11/30/40
1105 Spotlight on Indo-China		10	Not Rev.
RIPLEY'S BELIEVE IT OR NOT			
1601 Acquited by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
1303 Bowling for Strikes	For Bowlers	10	10/12/40
1307 Fun on Rollers		10	Not Rev.
1302 Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1306 Playing with Neptune	Very Good	9	4/19/41
1304 Rodeo Goes to Town	Good	10	2/ 8/41
1305 Symphony in Snow		10	Not Rev.
1301 Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
1510 Baby Seal		7	Not Rev.
1551 Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501 Club Life in the Stone Age		7	Not Rev.
1511 Dog's Dream		7	Not Rev.
1508 Fishing Made Easy	Fair	7	4/26/41
1514 Good Old Irish Tunes		7	Not Rev.
1507 Hairless Hector		7	Not Rev.
1503 Happy Haunting Grounds		7	Not Rev.
1513 Horse Fly Opera		7	Not Rev.
1558 Home Guard (Tech.)	Okay	7	4/26/41
1553 How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554 Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552 Lucky Duck (Tech.)		7	Not Rev.
1512 Magic Shell		7	Not Rev.
1557 Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504 Magic Pencil	Poor	7	12/ 7/40
1555 Plane Goofy (Tech.)	Fair	7	12/ 7/40
1505 Snow Man		7	Not Rev.
1556 Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502 Touchdown Demons	Amusing	7	10/ 5/40
1559 Uncle Joey (Tech.)		7	Not Rev.
1506 What a Little Sneeze Will Do	Good	7	2/15/41
1560 What Happens at Night (Tech.)		7	Not Rev.
1509 When Knights Were Bold	Just a Cartoon	7	4/26/41
WORLD TODAY			
1704 Anzacs in Action		10	Not Rev.
1701 Battle of the Atlantic	Timely	10	4/19/41
1703 Empire in Exile		10	Not Rev.
1702 War in the Desert		10	Not Rev.

UNIVERSAL 1939-40

	Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)			
4261 A-Haunting We Will Go	Pretty Good	7	7/15/39
4265 Andy Panda Goes Fishing	Fair	9	2/10/40
4266 Kittens' Mittens	Good	9	2/24/40
4262 Life Begins For Andy Panda	Amusing	9	9/30/39
4268 100 Pygmies and Andy Panda	Good	7½	5/11/40
4263 Scrambled Eggs	Cute	8	12/30/39
4264 Sleeping Princess	Good Fun	7	12/ 2/39
4267 Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
4351 66—Man-Made Jungle		10	Not Rev.
4352 67—In the Heart of Africa	Very Good	9	10/21/39
4353 68—Funny Birds—Here and There	Excellent	9	10/21/39
4354 69—Playground of the Antilles	Interesting	9	12/23/39
4355 70—Delicacy on a Half Shell	Very Good	9	12/30/39
4356 71—Strange American Animals	Interesting	9	2/10/40
4357 72—Rhodesia	Good	9	4/ 6/40
4358 73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359 74—Barbados	Interesting	9	4/20/40
4360 75—Death Valley	Fascinating	10	4/20/40
4361 76—Pretzels—Goat Farms	Good	9	5/11/40
4362 77—Parlor Buckaroos	Interesting	10	6/22/40
4363 78—Curacao	Timely	9	6/22/40
4364 79—Coast of Curiosities		9	Not Rev.
4365 80—Down El Paso Way		10	Not Rev.
MUSICALS (13)			
4221 Boy Meets Joy	Good Diversion	20	9/ 2/39
4226 Bullets and Ballads	Good	18	2/17/40
4228 Folies Parisienne	Just Fair	18	4/20/40
4231 Hawaiian Rhythm		18	Not Rev.
4233 I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227 International Revels	Okay Filler	18	4/ 6/40
4230 Naughty Nineties	Pleasing	18	6/22/40
4225 Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223 Rhumba Land	Good Vaudeville	18½	12/ 2/39
4224 Snow Follies	Light Fare	19	12/30/39
4222 Swing Hotel	Diverting	17	10/21/39
4229 Swingin' in the Barn	Rustic Rhythm	19	6/22/40
4232 Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
4110 March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
4371 No. 66	Very Good	10	9/23/39
4372 No. 67	Good	10	10/21/39
4373 No. 68	Interesting	9	10/21/39
4374 No. 69	Good	9	12/23/39
4375 No. 70	Average	9	12/23/39
4376 No. 71	Good	9	2/ 3/40
4377 No. 72	Average	9	4/ 6/40
4378 No. 73	Interesting	9	4/ 6/40
4379 No. 74	Good	9	4/20/40
4380 No. 75	Good	9	4/20/40
4381 No. 76	Good	9½	5/11/40
4382 No. 77	Good	9	6/22/40
4383 No. 78	Average	9	6/22/40
4384 No. 79		9	Not Rev.
4385 No. 80		9	Not Rev.

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		Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	10/12/40
5249	Dizzy Kitty	So-So	8	5/17/41
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5248	Scrub Me, Mama, With a Boogie Beat	Snappy	7	5/17/41
5250	Salt Water Daffy	Snappy	8	6/ 7/41
5244	Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)				
5353	Arizona	Interesting	10	10/12/40
5351	Coast Guard	Interesting	10	9/21/40
5358	Deserts of America	Very Good	10	3/22/41
5359	Humorous Tombstones	Amusing	10	4/12/41
5355	Hunting on Top of the World	Fascinating	9	12/28/40
5363	Meet Jimmy the Chump		10	Not Rev.
5354	Melting Pot of the Caribbean	Good	10	12/28/40
5360	Modern Way Down East Good		10	6/ 7/41
5362	Mountain Summer		10	Not Rev.
5356	South of the Border	Interesting	10	2/15/41
5352	Sun Valley	Good	10	10/12/40
5357	Swankiest Isle in the World	Interesting	10	3/15/41
5361	Trail of Father Kino	Interesting	10	6/14/41
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5228	Jumpin' Jive	Good	17	6/ 7/41
5230	Music a la King		20	Not Rev.
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5229	Shadows in Swing	Average	18	5/17/41
5224	Tickled Pinky	Rustic Rhythm.	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10/12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11/30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3/29/41
5378	No. 88	Interesting	9	3/29/41
5379	No. 89	Interesting	9	4/12/41
5380	No. 90	Interesting	9	5/17/41
5381	No. 91	Fair	9	5/24/41
5382	No. 92	So-So	9	6/ 7/41
5383	No. 93		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frolics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12/30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8/26/39
5109	Snills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11/25/39
5410	Famous Movie Dogs	Excellent	10	7/27/40
5407	Gun Dog's Life	Sure to Please	10	5/18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15/40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12/30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6/15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2/24/40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15/40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10/ 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31/40
5604	Pied Piper Porky	Good	7	11/25/39
5610	Pilgrim Porky	Clever	7	4/13/40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5/18/40

VITAPHONE 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18/40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9/23/39
5509	Ozzie Nelson	Good	10	6/15/40
5507	Romance in Rhythm	Satisfactory	10	4/13/40
5503	Rubinoff and Orch.	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8/26/39
5504	Symphony of Swing	Satisfactory	10	12/ 2/39
MERRIE MELODIES (26) (Tech.)				
5316	Bears' Tale		7	Not Rev.
5312	Busy Bakers		7	Not Rev.
5322	Ceiling Hero		7	Not Rev.
5321	Circus Teday	Clever	7	7/ 6/40
5315	Confederate Honey		7	Not Rev.
5314	Cross Country Detours	A Knockout	7	4/13/40
5309	Curious Puppy		7	Not Rev.
5310	Early Worm Gets the Bird		7	Not Rev.
5323	Egg Collector		7	Not Rev.
5313	Elmer's Candid Camera		7	Not Rev.
5306	Fagin's Freshmen	Amusing	7	11/25/39
5305	Fresh Fish	Swell	7	11/ 4/39
5319	Gander at Mother Goose	Good	7	5/18/40
5325	Ghost Wanted	Amusing	7	10/26/40
5304	Good Egg		7	Not Rev.
5317	Hardship of Miles Standish		7	Not Rev.
5303	Land of the Midnight Fun	Superb	7	9/23/39
5326	Little Blabbermouse	Amusing	7	8/ 3/40
5302	Little Lion Hunter		7	Not Rev.
5311	Mighty Hunters	Pleasing	7	2/17/40
5308	Screwball Football	Swell Cartoon	7	12/30/39
5301	Sioux Me	Clever	7	9/ 9/39
5307	Sniffles and Bookworm	Cute	7	2/24/40
5318	Sniffles Takes a Trip		7	Not Rev.
5320	Tom Thumb in Trouble	Cute	7	6/15/40
5324	Wild Hare		7	Not Rev.
SPECIAL RELEASE				
	Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)				
5706	All Girl Revue		7	Not Rev.
5704	No Parking	Fairly Funny	10	4/13/40
5703	Organ Novelty	Fair	9	11/11/39
5705	Radio and Relatives		10	Not Rev.
5702	Sword Fishing	Exciting	10	10/ 7/39
5701	Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)				
6202	Alice in Movieland	Superlative	20	11/30/40
6204	Dog in the Orchard	Meritorious	20	1/18/41
6208	Hunting the Hard Way	Excellent	20	5/24/41
6201	Just a Cute Kid		20	Not Rev.
6203	Mack Sennett Revival		20	Not Rev.
6206	Seeing Eye	Poignant	20	4/ 5/41
6207	Sockeroo	Funny	20	5/24/41
6205	Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)				
6102	Lady and the Lug		19	Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	8/31/40
6103	Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (6)				
6304	History Repeats Itself	Good	10	9/30/39
6301	Football Highlights	Rockne Build-up	10	8/31/40
6303	Mexican Jumping Beans	Very Good	10	11/30/40
6302	Shark Hunting	Exciting	10	8/ 3/40
6305	Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)				
6601	Calling Dr. Porky		7	Not Rev.
6612	Coy Decoy	Funny	7	6/21/41
6607	Haunted Mouse	Very Good	7	3/15/41
6608	Joe Glow the Firefly		7	Not Rev.
6602	Pre-Historic Porky	Clever	7	11/ 2/40
6611	Porky's Ant	Good	7	5/24/41
6609	Porky's Bear Facts	Amusing	7	4/ 5/41
6604	Porky's Hired Hand	Good	7	12/28/40
6610	Porky's Preview	Amusing	7	4/26/41
6613	Porky's Prize Pony		7	Not Rev.
6606	Porky's Snooze Reel		7	Not Rev.
6603	Sour Puss	Satisfactory	7	11/30/40
6605	Timid Toreader	Good	7	1/18/41
MELODY MASTERS (10)				
6506	Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505	Henry Busse & Orch.	Good	10	11/30/40
6504	Skinny Ennis & Orch.	Good	10	12/28/40
6503	Jan Garber & Orch.		10	Not Rev.
6508	Marie Green & Her Merrie Men	Lively	10	5/ 3/41
6509	Hal Kemp & Orch.	Just a Band	10	5/24/41
6501	Matty Malneck	Snappy	10	8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)				
6706	Bed Time for Sniffles		7	Not Rev.
6713	Cat's Tale	Good	7	4/ 5/41
6712	Crackpot Quail		7	Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	12/28/40
6718	Farm Frolics	Excellent	7	5/24/41
6710	Fighting 69½	Good	7	1/18/41
6704	Good Night Elmer		7	Not Rev.
6715	Goofy Groceries	Novel	7	4/ 5/41
6720	Hiawatha's Rabbit Hunt	Funny	7	6/21/41
6703	Holiday Highlights	Swell Satire	7	11/ 2/40
6719	Hollywood Steps Out	Excellent	7	6/21/41
6701	Malibu Beach Party	Grade A	7	8/31/40
6707	Of Fox and Hound		7	Not Rev.
6708	Shop, Look and Listen	Good	7	12/28/40
6711	Sniffles Bells the Cat	Fair	7	3/15/41
6702	Stage Fright	Satisfactory	7	10/26/40
6714	Tortoise Beats the Hare	Amusing	7	4/ 5/41
6716	Toy Trouble	Good	7	5/ 3/41
6717	Trial of Mr. Wolf	Very Good	7	4/26/41
6705	Wacky Wildlife	Funny	7	12/ 7/40
6721	Wacky Worm		7	Not Rev.

VITAPHONE 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
TECHNICOLOR SPECIALS (6)				
6001	Flag of Humanity	Splendid	20	10/26/40
6005	Here Comes the Cavalry	Excellent	20	6/21/41
6002	March on Marines	Excellent	20	12/28/40
6003	Meet the Fleet	Excellent	20	1/18/41
6004	Wings of Steel	Excellent	20	5/ 3/41
SPECIAL SUBJECTS				
	Christmas Under Fire	Heart Appeal	10	1/18/41
	London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)				
6407	Big Bill Tilden	For Tennis Fan	10	5/ 3/41
6404	California Thoroughbreds	Interesting	10	12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	8/31/40
6405	Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401	Fly Fishing	For Anglers	10	10/26/40
6408	Sail Ho!	Colorful	10	6/21/41
6406	Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

	Aida (Guaranteed)	For Music Lovers	9	5/11/40
	Alive In the Deep (Prod.)	Exciting	22	5/24/41
	Heroic Greece (Norton)	Timely	10	3/ 1/40
	In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
	Man the Enigma (Prod.)	Informative	25	5/24/41
	Norway's Fate (Hoffberg)	Fair	10	5/18/40
	On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
	Our Constitution (Prod.)	Inspiring	19	5/ 3/41
	Our Declaration of Independence (Prod.)	Timely	19	5/ 3/41
	Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
	Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist. and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

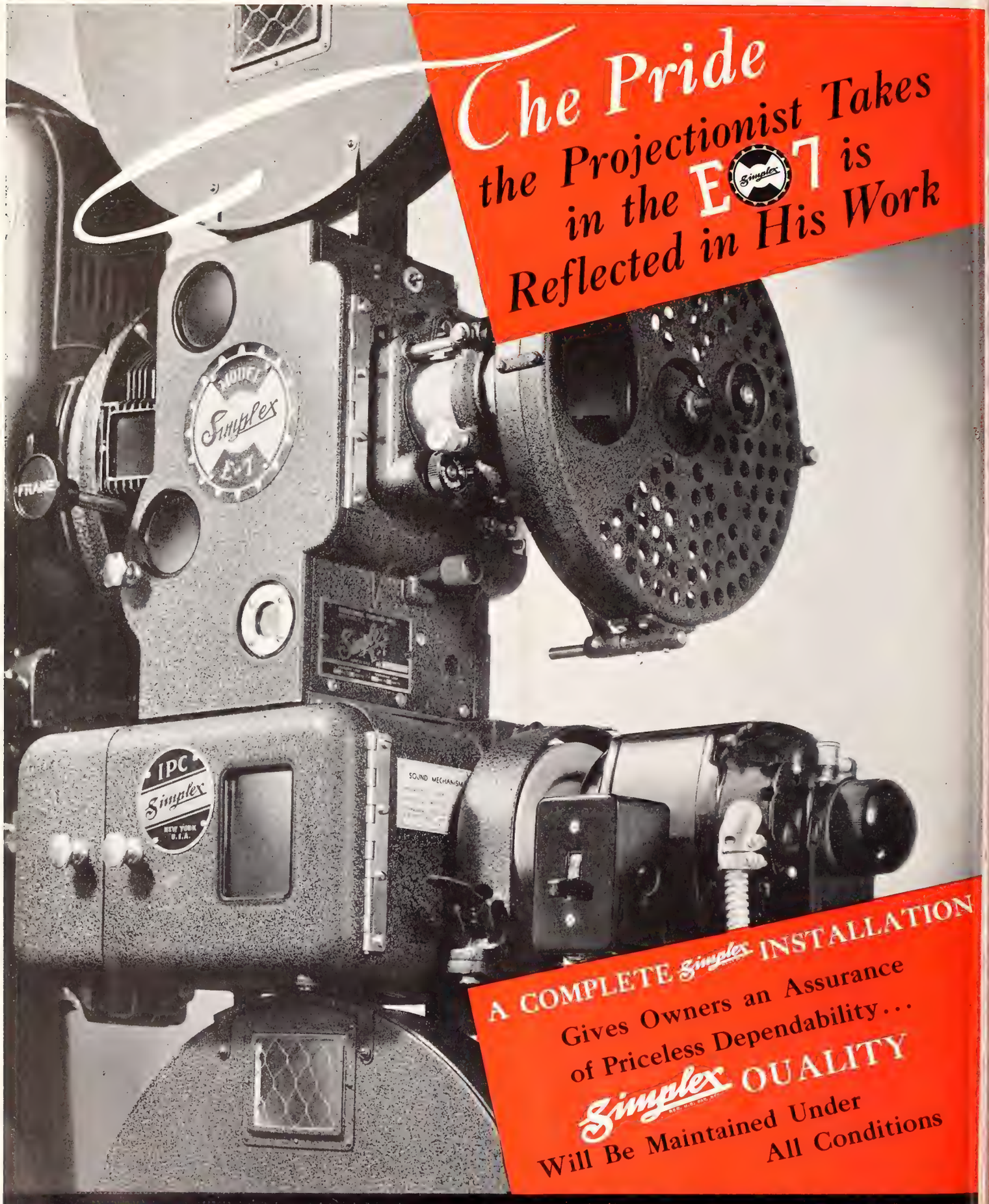
1940-41

COLUMBIA		
Spider Returns	15 Chaps.	5/10/41
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
Jungle Girl	15 Chaps.	5/31/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

DEFENSE SUBJECTS

Title	Running Time	Distributed By
America Builds Ships	3	List "B"
America Preferred	3	List "B"
Army in Overalls	3	List "B"
Bits and Pieces	3	List "B"
Calling All Workers	2	List "A"
Power for Defense	10	List "A"
War Department Trailers		
1. Infantry	1	List "A"
2. Air Corps	1	List "A"
3. Flying Cadets	1	List "A"
4. Coast Artillery Corps	1	List "A"
5. Armored Force	1	List "A"
6. Flying Cadets	1	List "A"
7. Flying Cadets	1	List "A"
8. Field Artillery	1	List "A"
9. Foreign Service	1	List "A"
10. Signal Corps	1	List "A"
11. Medical Department	1	List "A"
12. Quartermaster Corps	1	List "A"
Where Do We Go?	2	List "B"

CITY	List "A"	List "B"
Albany	Columbia	Universal
Atlanta	Paramount	20thFox
Boston	Columbia	Universal
Buffalo	United Artists	Columbia
Charlotte	United Artists	Columbia
Chicago	Paramount	20th-Fox
Cincinnati	Universal	Warner Bros.
Cleveland	United Artists	Columbia
Dallas	RKO	MGM
Denver	20th-Fox	Paramount
Des Moines	Columbia	Universal
Detroit	MGM	RKO
Indianapolis	Universal	Republic
Kansas City	20th-Fox	Paramount
Los Angeles	20th-Fox	Paramount
Memphis	MGM	RKO
Milwaukee	20th-Fox	Paramount
Minneapolis	Universal	Warner Bros.
New Haven	Warner Bros.	United Artists
New Orleans	Paramount	20th-Fox
New York	MGM	RKO
Oklahoma City	RKO	MGM
Omaha	Columbia	Universal
Philadelphia	Warner Bros.	United Artists
Pittsburgh	Warner Bros.	Republic
Portland	Paramount	20th-Fox
St. Louis	Warner Bros.	United Artists
Salt Lake City	MGM	RKO
San Francisco	RKO	MGM
Seattle	RKO	MGM
Washington	Universal	Warner Bros.



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JUN 30 1941

SHOWMEN'S TRADE REVIEW

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FILE

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Samuel "Steve" Broidy

Vol. 34 No. 23

June 28
1941

"HOLDING BACK?"



M-G-M RELEASES FROM NOW TO THE FALL!

JUNE 20th
MARX BROS. & TONY MARTIN
in the big musical comedy
"THE BIG STORE"

JUNE 27th
CLARK GABLE—ROSALIND RUSSELL
in Clarence Brown's production
"THEY MET IN BOMBAY"

JULY 4th
WALLACE BEERY in "BARNACLE BILL"

JULY 11th
JAMES STEWART, ROBERT YOUNG
LIONEL BARRYMORE in
"NAVY BLUE AND GOLD"

JULY 18th
Watch for Announcement
SPECIAL PREVIEW ENGAGEMENT
"THE STARS LOOK DOWN"

JULY 25th
ANN SOTHERN in "RINGSIDE MAISIE"

AUGUST 1st
"LIFE BEGINS FOR ANDY HARDY"
Lewis Stone, Mickey Rooney, Judy Garland
and all the folks

AUGUST 8th
"MARY NAMES THE DAY"
(The New Dr. Kildare Hit)
Lew Ayres, Lionel Barrymore, Laraine Day

AUGUST 15th
GREER GARSON — WALTER PIDGEON
"BLOSSOMS IN THE DUST"
(Technicolor)

AUGUST 22nd
"WHISTLING IN THE DARK"
All-Comedy Cast of Funsters

AUGUST 29th
JOAN CRAWFORD, ROBERT TAYLOR
GREER GARSON, HERBERT MARSHALL
"WHEN LADIES MEET"

In presenting its major stars during June, July and August in a multi-million-dollar production line-up-M-G-M pridefully calls industry attention to:



THE CONSCIENTIOUS COMPLETION OF ITS ACKNOWLEDGED OBLIGATIONS OF TOP BRACKET PICTURES FOR THE YEAR!



WE HAVE NOT HELD BACK! NO SACRIFICE HAS BEEN MADE IN PRESENT QUALITY TO EXHIBITORS! OUR GREAT SUMMER PICTURES SPEAK FOR THEMSELVES!

THE FRIENDLY COMPANY

The Editorial Page

Hollywood Observations

At no time in the past ten years have we found production activity in the studios at such a high as that obtaining during this latest trip. Practically every lot in Hollywood and its vicinity was running full blast. This healthy condition is due chiefly to the pressure from home offices for a substantial amount of completed product for sales departments to go out and sell.

* * *

Most amazing condition observed during the entire time we spent on the coast was that so few people in the production branch know little or nothing about the consent decree, its workings and its possible effects.

However, we must confess that few of those contacted were the least bashful about asking questions concerning this vital matter and the result was much intensive discussion, pro and con, about the ramifications of the brand new baby.

* * *

From this observer's findings it appears that each and every company, whether a participant in the decree selling or not, intends to move cautiously in offering new product, and rather than set any hard and fast rules, all appear to be set for watchful waiting to gauge developments as the new policy is put into practice.

* * *

Among the more prominent executives contacted, the important worry of Hollywood seems to center around the tremendous amount of money tied up in pictures while they are trade shown, offered for sale, sold, and played. This is a problem which at first did not appear as big as it has become, but repetition of the same worry in three or four of the spots proved that it is something for the company head men to grapple with.

* * *

Universal, Columbia, United Artists and Republic, are all concentrating on the current production schedule and readying as much product as is possible under efficient production methods. Their's is a separate and distinct problem in that they must proceed as before but with a sharp eye focussed on what is happening among the companies who are parties to the decree.

* * *

Offsprings of the "new order" are some well sounding and some speculative ideas designed to bring about single features and a well rounded program of shorts —ideas we cannot divulge in advance of final decisions for fear of creating an erroneous impression and stirring up hostility to ideas which when matured may have merit. Some of these ideas may soon be announced.

Most of those with whom we discussed the proposed ban on advance screenings for newspaper columnists and radio commentators, thoroughly agreed that these restrictions should be adopted with as little delay as possible. Chief danger seems to be from the Fidler broadcasts, which resume this summer. But we discount this so-called danger because many smart theatremen are now prepared to meet this particular situation and Fidler may run into some surprises very shortly after his dribblings reach major proportions. Theatremen are slow to act, but, once aroused, they can do a job.

Arguments advanced by Louella Parsons and Hedda Hopper were, in our opinion, weak and do not justify continuation of this abuse. The sooner the studio executives, under pressure from New York, confine trade shows to the recognized trade press ONLY, the sooner will the harm to receipts begin to taper off.

* * *

Most studio executives were non-committal on the double feature situation. This cancer has been with them so long that, we believe, they fear to make the first move to aid its elimination. With each one waiting for the other to do something about it, we can't see how anything constructive will ever get started. This tosses it right back in the exhibitor's lap.

* * *

Questions about reasons for the terrific drop in receipts in most spots throughout the country were numerous, but it is still a difficult matter to convince those in production as to the logic of the reasons advanced. Hollywood cannot believe or understand the ordinary things about business. To them there is only one thing that means anything at all, and that is making pictures.

If the predicted upswing in business materializes this fall, it is safe to assume that Hollywood will continue merrily on its happy way. Which sometimes prompts the thought that maybe if business didn't get too good, Hollywood might take stringent steps to bring down production costs and likewise put a stop to the coddling of the unions and guilds whose leaders seem to have a fantastic notion that the money pits are bottomless, and their demands must always be met with a cheerful, affirmative nod of the head.

All of Hollywood and especially the unions and Guilds should try and remember that the goose can only produce a limited number of golden eggs. They will all catch up with grief unless there is a more liberal attitude on one side and a stronger opposition to unreasonable demands on the other.

—"CHICK" LEWIS

Allied Asks Big Summer Films

Warns Distribs. Pics Are Losing in Public Favor

Major distributors were urged to "release a few big pictures during the summer season so that the public will not entirely lose interest" by National Allied in a bulletin issued this week by Abram F. Myers, general counsel and board chairman.

Pointing out that Allied itself has embarked on a campaign to re-enlist the interest of the public and that the campaign "is as far-reaching as a group of independent theatres can put forth with the means at their command," the bulletin continues:

"The distributors appear to think it is good business to carry over all strong pictures until the next season rather than to release any of them while business is bad. This means surrendering the field for the time being to rival forms of entertainment with the accompanying risk that the public may get entirely out of the movie-going habit."

Concerning the competitive situation, Myers cites the amusement page of the Medford, Wis., *Star-News*, which contained ads on one movie theatre in Medford; another in the nearby town of Phillips; one traveling carnival; one roller skating rink; 17 taverns and resorts, offering one fish fry, two chicken fries, one free birthday dance, one free married folks' dance, four free wedding dances, eight name bands including Orrin Tucker with Bonnie Baker, five free "talkie movie" shows.

MPPDA Committees Appointed by Hays

Standing committees of the MPPDA for the current year were announced last week by Carl Milliken, secretary. Appointed by President Will Hays, they are as follows:

Executive: Will H. Hays, chairman; Jack Cohn, Columbia; Nicholas M. Schenck, Loew's; George J. Schaefer, RKO-Radio; Sidney R. Kent, 20th Century-Fox; Nate J. Blumberg, Universal; Barney Balaban, Paramount; Harry M. Warner, Warner Bros.; Maurice Silverstone, United Artists. **Finance:** Sidney R. Kent, 20th Century-Fox; Harry M. Warner, Warner Bros.; George Borthwick, MPPDA. **Special Budget:** Nicholas M. Schenck, Loew's, chairman; Barney Balaban, Paramount; Joseph H. Hazen, Warner Bros. **Membership:** Jack Cohn, Columbia, chairman; Nate J. Blumberg, Universal; George J. Schaefer, RKO-Radio. **Foreign Relations:** David Bernstein, Loew's; Joseph H. Hazen, Warner Bros.; W. C. Michel, 20th Century-Fox. **Law:** Austin C. Keough, Paramount, chairman; Richard E. Dwight, 20th Century-Fox; Charles Schwartz, Columbia; Charles D. Prutzman, Universal; J. Robert Rubin, Loew's; Walter L. Brown, Erpi; Robert W. Perkins, Warner Bros.; Dennis F. O'Brien, United Artists; Lawrence B. Morris, RCA Mfg. Co.; Gordon E. Youngman, RKO-Radio. **Title:** Albert Howson, Warner Bros., chairman; Hannah Kass, Columbia; Grace Rosenfield, Hal Roach Studios; William A. Orr, Loew's; Irene Scott, Paramount; Sadie Laitas, Edward Small Productions; George Muchnic, RKO-Radio; James Mulvey, Samuel Goldwyn, Inc.; William N. Weiss, Terrytoons; E. P. Kilroe, 20th Century-Fox; Benjamin Pepper, United Artists; Adolph Schimel, Universal; Hal Horne, Walt Disney Productions; Harry Kosiner, Walter Wanger Productions; Katherine Brown, David O. Selznick Productions.

ANNOUNCING U. A. PRODUCT, POLICY



Arthur W. Kelly, who presided at the regional sales convention of United Artists in New York this week, addresses company delegates. Seen in the view above at the executives' table are, left to right: David "Skip" Weshner, Monroe Greenthal, Mr. Kelly, Harry Gold, Haskell Masters, Harry D. Buckley, Paul Lazarus.

No Minimum, Maximum at UA

1941-42 Product Will Be Announced Periodically at Regional Meets; Kelly Reveals First Nine Pictures

That a new sales policy will be inaugurated by United Artists for the 1941-42 season was revealed this week by Arthur W. Kelly, vice-president and acting chief executive since the resignation last month of Murray Silverstone, general manager of world-wide operations. Kelly told the eastern sales personnel at a meeting at the Waldorf-Astoria that the company will not set any minimum or maximum on the number of pictures it will distribute.

In outlining the policy at the first of five district meetings, Kelly announced the titles of nine pictures which will be available within the next "two or three months." He added that further meetings would be called from time to time as additional pictures become ready for release.

Unlike the usual industry practice whereby each studio makes known its entire production schedule at the outset of the new season, the new plan, Kelly explained, actually marks a return to the original principles laid down 23 years ago by the founders of UA.

"Quality rather than quantity will be the keynote of both production and distribution in 1941-42," he said. "We will offer only the best; there will be no compromise with merit."

Alexander Korda, Walter Wanger, Gabriel Pascal, Edward Small, Hal Roach, Arnold Pressburger and William Sekely are producers releasing through UA who will launch the new season.

Following are the pictures announced by Kelly:

Korda—"Lydia," starring Merle Oberon, with Edna May Oliver, John Halliday, Joseph Cotten, George Reeves, Hans Yaray and Alan Marshall.

Wanger—"Sundown," an adaptation of the recent "Saturday Evening Post" serial by Barre Lyndon, with Gene Tierney, Bruce Cabot, George Sanders, Harry Carey, Joseph Calleia and Reginald Gardiner.

Small — "International Lady," with George Brent, Ilona Massey and Basil Rathbone.

Roach—"Niagara Falls" and "Tanks a Million," first in a series of "streamlined features," with a running time of between 45 and 60 minutes.

Pressburger—"The Shanghai Gesture" will mark the Hollywood bow of the former European producer. Adapted from the old John Colton play, it will be directed by Josef von Sternberg.

Sekely—"New Wine," starring Ilona Massey and Alan Curtis with Binnie Barnes, Albert Basserman and John Qualen.

Through distribution arrangements with England's Ealing studios, UA will release three of its films during the new season. First will be "Three Cockeyed Sailors," directed by Walter Forde and produced by Michael Balcon.

Produced by Gabriel Pascal with the cooperation of George Bernard Shaw, "Major Barbara" will also be on UA's new program.

Second in the series of district meetings was scheduled to be held on Thursday and Friday of this week at the Roosevelt Hotel in New Orleans.

Roy Disney Reveals Horne Resignation

Resignation of Hal Horne as director of distribution and eastern representative for Walt Disney Productions, effective July 15, was announced this week by Roy Disney, vice-president and general manager, who stated that Horne's resignation had been accepted "with regret" and that "he has done a really outstanding job for us in the supervision of distribution and promotion of all our products."

Casanave-Robbins Suit Dismissed by Court

Reversing a decision of Justice Mortimer Patterson, the Brooklyn Appellate Division of the Supreme Court this week dismissed a suit of Charles Casanave which sought a declaratory judgment against Herman Robbins in reference to funds of National Screen Service.

Will Protect Esquire Name

Publishing Firm Warns on Illegal Use of Trade-Mark

In a decision rendered June 10, the U. S. District Court for the Southern District of Florida, ruled that use of the name 'Esquire" by a restaurant and bar in Miami constituted unfair competition in violation of the rights of Esquire, Inc., publishers of *Esquire* magazine.

The Court ruled that Esquire's trade-mark or trade-name has acquired a secondary meaning in the mind of the purchasing public whenever used in connection with objects treated in *Esquire* magazine, including theatres, as well as clothes, food and other merchandise.

The ruling followed almost 3 years of litigation instituted by Esquire, Inc. The publishing firm, in a letter to film trade publications, calls attention to the decision and states "there have been several instances of the use of our name by businesses in your field and it will be necessary for us to continue to protect our name from piracy and transgression."

Get Little Rock Franchise

B. F. Busby, G. W. "Dink" Jones and Fred Lawrence have taken over the Little Rock, Ark., franchise of Producers Releasing Corp., it was announced this week by Arthur Greenblatt, general sales manager of PRC.

SAMUEL "STEVE" BROIDY

(The Man on the Cover)

Vice-president and general sales manager for Monogram Pictures Corporation, long associated with the company and a former Monogram franchise holder distributing in the New England territory.

SHOWMEN'S Trade Review

Vol. 34, No. 23 June 28, 1941

Title and Trade Mark Reg. U. S. Pat. Off.

Published every Friday by Showmen's Trade Review, Inc., 1501 Broadway, New York City. Telephone BRyant 9-5606. Charles E. "Chick" Lewis, Editor and Publisher; Tom Kennedy, Associate Editor; Robert Wile, Managing Editor; Joseph H. Gallagher, Film Advertising Manager; Harold Rendall, Equipment Advertising Manager; West Coast Office, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif., Telephone HOllywood 1390, Ann Lewis, manager; Chicago Representative, Marshall Reinig, 612 North Michigan Ave., Telephone Superior 7646; London Representative, Milton Deane, 185 Fleet St., London E.C. 4; Australian Representative, Gordon V. Curie, Civic Theatre, Adelaide, South Australia. Subscription rates per year; $2.00 in the United States and Canada; Foreign, $5.00. Single copies, ten cents. Subscribers should remit with order. Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Contents copyrighted 1941 by Showmen's Trade Review, Inc. Printed in U.S.A.

Address all Communications to:
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York City

Important Dates

June 29-July 1: MPTO of North and South Carolina convention, Ocean Forest Hotel, Myrtle Beach, S. C.
June 27-28: United Artists regional meeting, Netherland-Plaza Hotel, Cincinnati.
June 29-30: United Artists regional meeting, Congress Hotel, Chicago.
July 2-3: United Artists regional meeting, St. Francis Hotel, San Francisco.
July 12: Boston Cinema Club clambake, Green Acres Country Club, Saxonville.
July 13-14: MPTO of Virginia convention, Chamberlin Hotel, Old Point Comfort.
July 16-18: 20th Century-Fox annual sales convention, Los Angeles.
July 18: Baltimore Variety Club golf tournament, Woodholme Country Club.
July 21: Pittsburgh Variety Club golf tournament, South Hills Country Club, Brentwood.
Aug. 9: Baltimore Showmen's Club dance.
Sept. 16-18: National Allied convention, Benjamin Franklin Hotel, Philadelphia.
Sept. 17: ITO of Montana Fall convention, Billings.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

14-Day Clearance Asked in Conn.

New Haven—At the first hearing of the arbitration case involving Forest Theatre Corp., this week, the complainant asked for a 14-day clearance over it, and suggested 37 days after first-run as a substitute for the present policy.

In Washington, hearing date on the Lea and Schoolfield cases filed by L. W. Lea of Danville, Va., were postponed from June 30 to July 7. The cases will be heard by Judge Bolitha J. Laws.

The clearance case brought by the Rita Theatre, Vellejo, Calif., against RKO, Warners and Paramount, will be heard July 15 in San Francisco, while that brought by Fred Rowlands of the Parsons Theatre, Columbus, Ohio, against the majors and the Markham Theatre, was to be heard this week by Judge Herbert Cook.

In Philadelphia, hearing of the Palm Theatre clearance complaint against Warner Bros. Circuit Management Corp., Loew's, 20th Century-Fox and Paramount has been postponed until July 30.

At a hearing in Denver last week, all parties concerned in the clearance complaint filed by W. H. and J. L. McDonald, operating the Nile Theatre, Mitchell, Neb., agreed to a settlement and the McDonald brothers asked for a dismissal of the case. The complainants had asked for a reduction in the clearance granted to two theatres in Scottsbluff and had sought prior run over theatres in Gering and Morrill. Paramount, Warner Bros. 20th Century-Fox, the Midwest Amusement and Realty Co., and the Gibraltar enterprises were named in the complaint.

In Milwaukee, arbitration of the unreasonable clearance charge filed by Lee Macklin, New London, against the five consenting companies has been postponed from June 25 to July 17.

Complaints were filed in Hollywood by D. Lemucchi and James J. Banducci, operating theatres in Oildale and Arvin, Calif., claiming unreasonable clearance.

Allied Attacks Ruling

Attack on the decision of the arbitration appeal board in the Ken theatre case, was made in a bulletin issued this week by National Allied. The bulletin, prepared by Abram F. Myers, general counsel and board chairman, charges that the Appeal Board, in sustaining an arbitrator's decision to dismiss the Ken theatre, Chicago, complaint "has driven a nail in the coffin which distributors are making for the final interment of a noble experiment."

Budget Upped On 'U' Shorts

Move Follows Kreisler's Reports, Recommendations

Announcing revision of the shorts subject program for the new season, W. A. Scully, general sales manager of Universal, this week said the company's policy for the production of features will be followed in selection of material, names and staging for the featurettes to be offered by 'U' in 1941-42.



Bernard Kreisler

The new policy is based on recommendations and reports of Bernard Kreisler, shorts subjects sales manager, recently returned from an 8-weeks tour of all leading key cities. Kreisler consulted with circuit buyers, bookers and advertising men, as well as independent theatre operators, and reported the outlook for shorts so favorable that decision was made to increase production budgets to meet the demand for strong box office attractions in the featurette length.

The revised program calls for replacement of the current "Going Places" series with 15 one-reel subjects to be known as "Variety News," each of which will have a separate title and the series will cover sports, politics, international relations, comedy and other highlights of the current scene. Five of this series will be in color, and the first release will feature the Dionne Quintuplets.

Name bands and screen, stage and radio stars will be seen in a new series to be called "Personality and Name-Band Musicals," which will supplant the present 2-reel musicals.

The "Stranger Than Fiction" series is to be released by separate title for each reel, and all 15 subjects will emphasize locations for possible local publicity.

There will be 13 Andy Panda releases in Technicolor, and a special 2-reel featurette, now being compiled, depicting outstanding thrill events of the past decade, will complete this portion of the Universal shorts program.

The serial line-up calls for "Riders of Death Valley;" "Gang Busters;" "Sea Raiders," with the Dead End Kids and Little Tough Guys, and "Head Hunters of the Amazon," from the novel of the same title. These will be in 13 chapters each.

Obtain 50% Holding In Monogram Corporation

W. Ray Johnston, together with Trem Carr and Monogram Franchise holders, have obtained an approximate 50 per cent holding in the Monogram Corporation with the acquisition of 65,866-2/3 shares of the common stock previously held by Pathe Laboratory, Inc.

PTA JOINS FIGHT

San Francisco — The local battle against duals has been joined by the San Francisco Parent-Teachers Association whose motion picture chairman, Mrs. Leo P. Hedges, has told independent theatre operators here that the association will back any drive against the duals 100 per cent. Twin bills are condemned by the group on three counts: two much eye strain, two features keep children out too late, and if one film is suitable for the kiddies, the other one isn't.

20th to Have 15 Ready by Sept. 1

Hollywood—By the time delegates arrive for the annual 20th Century-Fox convention to be held here July 16-18, no less than 20 new season pictures will be completed, in the hands of cutters or in production at the 20th-Fox studios, it was announced this week. Fifteen productions are already in work, nine in the cutting department and six before the cameras. Delivery of five releases within a week after the convention has been guaranteed the distribution department by the studio. By mid-August 10 will be delivered, and by Sept. 1, 15 features will be ready for selling, it was said.

Nine to Drop Triples

Chicago—Nine theatres here have agreed to drop triple-feature programs as a result of the Allied "war council" held last week.

Selznick-UA Pact Ready

He and Capra to Be Full Shareholders in Company

With a copy in the hands of his attorney for study before it is signed, the contract between David O. Selznick and United Artists whereby he becomes a partner has been completed. Acquisition of the stock of the late Douglas Fairbanks by Selznick and that of Goldwyn by Frank Capra is contained in the terms of the deal.

Only legal details are holding up signing of the pact, he said, and added that he did not foresee any serious hitch that might halt the deal. Under its terms, he and Capra will each be a full shareholder in the company along with the three other partners, Mary Pickford, Alexander Korda and Charles Chaplin.

Stating that he had no aspirations to take over an executive post in the company, Selznick added that he wanted "to keep on producing pictures," and that it was likely Capra would also continue as "a producer."

Testimonial for Blum

Baltimore—Herman A. Blum, who has retired after 20 years of activity in the industry, will be tendered a testimonial dinner by the MPTO of Maryland on Monday at the Elks Club.



Industry With FDR—DeBra

Will Follow Through With A Good Will, He Pledges

Gloversville, N. Y.—In an address before representatives of the Schine Circuit here this week at a local meeting of the Kiwanis Club, Arthur H. DeBra, assistant to Carl Milliken, MPPDA secretary, gave a pledge that the film industry "will follow through voluntarily with a good will" in support of the President's declaration of an unlimited emergency.

DeBra declared that the industry is united in its determination to "produce a better year's product, with the absence of priorities no alibi. And the resolve is to make the necessary sacrifices to meet the tax collector gladly, not grudgingly."

The MPPDA executive gave a comprehensive resume of the service the motion picture is rendering in the national defense program.

Noted Orator Set For Carolina Meet

Myrtle Beach, S. C.—Plans for the convention of Theatre Owners of North and South Carolina, Inc., to be held at the Ocean Forest Hotel here on June 29, 30 and July 1, were rapidly nearing completion this week.

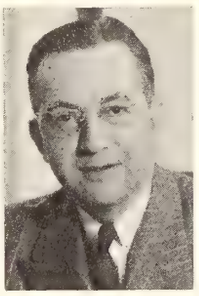
According to a tentative program outlined by the committee in charge, several important addresses will be delivered at the first business session on June 30. Scheduled to speak are J. Noble Braden, executive secretary of the American Arbitration Association; Ed Kuykendall, MPTOA president; H. M. Richey, public relations counsel for MGM; W. F. Crockett, Virginia MPTOA president; Robert B. Wilby and Roy Rowe, Burgaw, N. C.

NO KIDDIES TONIGHT

Superior, Wis.—Because the show is so long it does not permit the youngsters to reach home before 9 p.m., the Beacon Theatre here is advertising that it will not admit children on Wednesday nights except when accompanied by their parents.

Assumes Duties as IPC Vice-President

Arthur J. Palmer has assumed his duties as executive vice president of International Projector Corporation. Mr. Palmer, who was elected to his new post at the recent directors' meeting of I. P. C., for the past 5 years has been associated with General Theatres Equipment Corporation as executive assistant to Earl G. Hines, president of General Theatres.



Arthur J. Palmer

Previously Mr. Palmer was associated for 14 years with the Walsh Construction Company, one of the largest contracting firms in the U. S., and later was Auditor and Field Operating Manager of the Goodyear Tire and Rubber Co.

Announcement of his new appointment issued by I. P. C. states that Mr. Palmer's wide experience in other lines and his connection with the motion picture business will be of great value in solving many problems created in manufacturing by the present emergency situation.

135-Minute Program Bill Passes Illinois House

Springfield, Ill.—The Sandquist 135-minute program bill was passed by the House of Representatives this week 81 to 49. The measure now goes to the Senate for action.

MGM Sets 62 Trade Shows

Company Embarking on Localized Selling Plan

Announcing that trade showings had been set for 62 cities of the first pictures MGM will offer under the consent decree of selling, William F. Rodgers, general sales manager, declared that the MGM sales policy after September 1 will be "even more flexible than in the past."

MGM is embarking on a plan for localized selling on a scale never before attempted, Rodgers said. "For those who play largely on percentage," the Rodgers statement continues, 'we propose to offer pictures on a sliding scale whereby our rental can increase only by an increase in gross receipts. For those who play largely on flat rental, our policy provides for a reasonable number of price brackets, and the designation of pictures to be played in each bracket will be based only on the performance of pictures in the territory in which the theatre is located and not on a national designation."

The plan is based on a study of every theatre and its individual problems made during the past several months by members of the MGM sales staff, the Rodgers statement declares.

The first of the company's trade showings will be on "Lady Be Good." The other two pictures for which screenings have been set are "Dr. Jekyll and Mr. Hyde" and "Down in San Diego." Showings will take place during the weeks beginning July 14, 21 and 28.

An optimistic view of the immediate future for theatre attendance issued this week by Rodgers served also as a retort to complaints from exhibitor quarters concerning the quality of product available for summer.

"Our company continues its policy of never holding back on quality in our summer program," Rodgers said, after stating that "current reports reaffirm the truth of the old precept that there's nothing wrong with this business that good pictures won't cure." The MGM picture "Love Crazy" he said has been held for extended runs in 35 key cities, and "Billy the Kid" has already been held over in 21 of its first key runs.

N. Y. ITOA Votes for Return to Single Features

The New York ITOA at a meeting Wednesday passed a resolution, with a proviso, unanimously declaring for a return to single features for the 250 theatres represented by the membership. A committee will be formed to confer with heads of first run circuits. The ITOA resolution pledges members to drop dual bills, provided first runs do likewise.

Savini Back in New York

R. M. Savini, president of Astor Pictures Corp., returned to New York this week, after having completed a tour of the western exchanges.

HERE FOR PREMIERE



Jesse L. Lasky, producer of "Sergeant York" in association with Hal B. Wallis for Warner Bros., is shown as he arrived in New York this week on the Twentieth Century for the world premiere of the picture at the Astor Theatre.

Challenges Wood About Theatre Bill

Only 2—Not 3—Films On Program, Says Chakeres

Springfield, O.—Replying to a recent assertion by Pete J. Wood, ITO of Ohio secretary, that a program "served up" at the Majestic Theatre here was like "too much caviar," Phil Chakeres, of the Regent-State Corp., operators of the house, in a letter addressed to Frank Capra, producer and director of "Meet John Doe," one of the films listed on the program, charged that Wood "deliberately lied in the matter."

Chakeres pointed out that instead of three pictures on one program, as cited by Wood, there were only two —"Rookies on Parade" and "So Ends Our Night"—which had their prevue showing at 10 o'clock following the close of the hold-over run of "Meet John Doe."

"It would have been impossible," the theatreman wrote, "for Mr. Wood to experience the situation which he relates in his letter to you, because there was no running of 'John Doe' following the prevue."

Briggs, Yates Consummate New PRC Financing Plans

New financing plans for the production schedule of 42 pictures for the 1941-42 program of Producers Releasing Corporation, have been consummated by O. Henry Briggs, president of PRC, and Herbert J. Yates, president of Consolidated Film Industries. The new arrangement supplements the deal made in February of this year in which Consolidated made a sum in excess of a million dollars available to PRC.

Sidney Wilmer Dies

Sidney Wilmer, 64, president of Wilmer & Vincent Corp., died in New York Wednesday. The veteran theatreman is survived by his widow, and a sister, Mrs. Antoinette Wright.

Asks New Pics for Soldiers

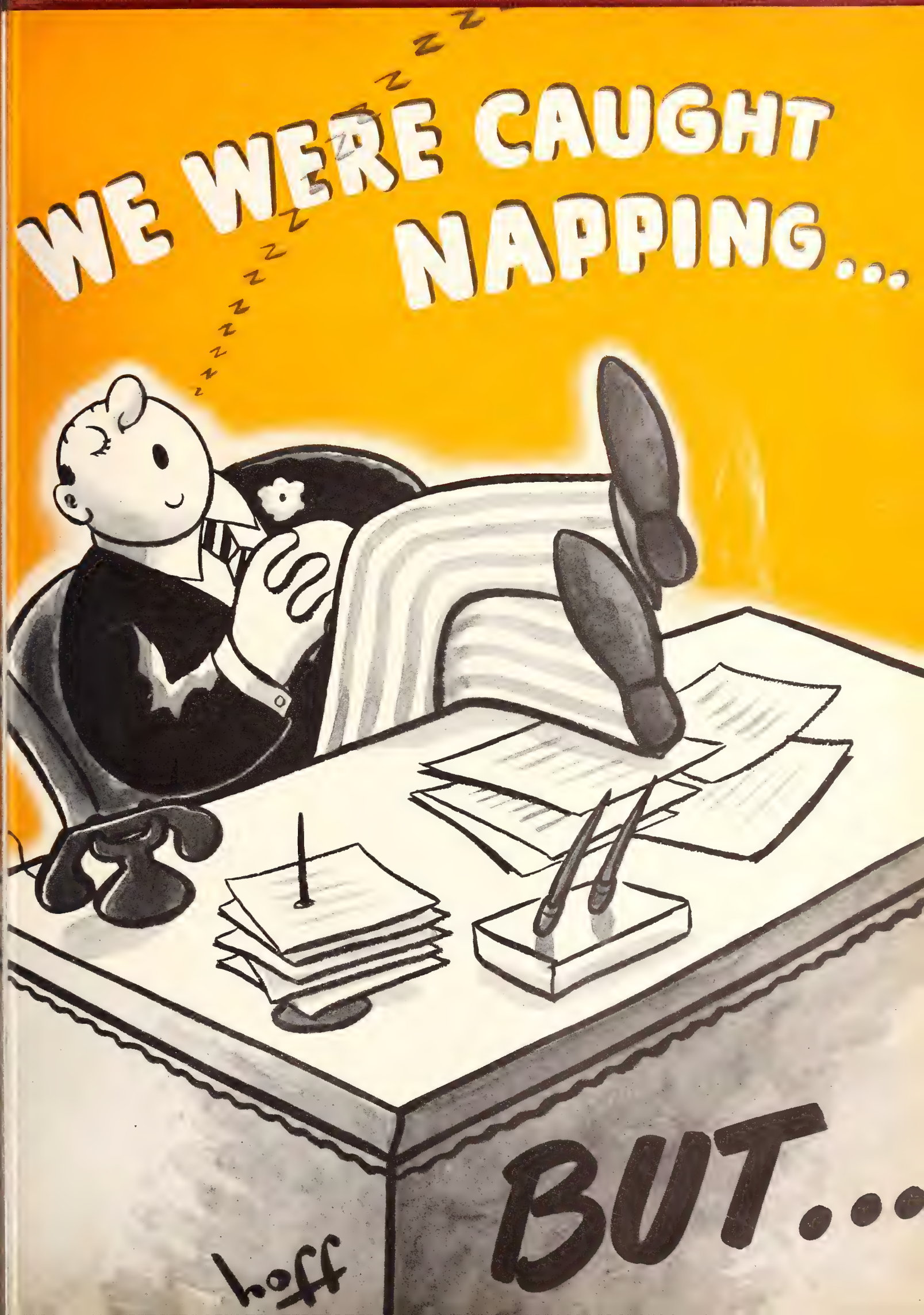
Films Without 'Whiskers,' Additional Theatres Are Cited as Improvements Needed in U. S. Army Camps

Maj. Gen. William N. Haskell, commander of the 27th Division, listed pictures that don't have "whiskers" on them and additional picture theatres for Army camps, as improvements needed for the soldier, according to an interview by Hanson W. Baldwin, military authority, published in *The New York Times* last Sunday.

The demand for earlier release, or availability to Army camp theatres of pictures poses a serious problem for the industry. Previously there have been rumblings of action on the part of Army authorities to obtain earlier showings of the new pictures, and the difficulties arising affect theatres located in towns adjacent to the camps. Many of the theatres claim they cannot subsist if the nearby camp theatres run pictures day and date with them.

In the case cited by General Haskell, the *Times* interview quotes him as saying that at Fort McClellan pictures could not be shown on the post until thirty days after they were shown in the near-by town of Anniston. "And if Anniston did not show them the troops could not see them in Army theatres until a year after initial release," the article continues.

Theatremen as well as distributors have been pondering the problem for some time to find a solution to a matter on which there is every disposition of film men to give the soldiers as early access as possible to the new releases.


WE WERE CAUGHT NAPPING...
BUT...
hoff

"THE PARSON OF PANAMINT" HAS US WIDE-AWAKE NOW!



• Frankly, we didn't know how good a show we had until we screened it... ***but we know now!*** Now we're taking it out of release, so that we can shoot the works and give it the build-up it deserves!

Keep an eye peeled for this one ... and remember, there's a ***MINT*** in the title!

READ THESE TRADE-PAPER QUOTES FOR THE TIP-OFF!

"Excellent! Certain to please!" —*Film Daily*

"'PARSON' finds audience gold!" —*Hollywood Reporter*

"Swell entertainment!" —*Showmen's Trade Review*

"All time best Harry Sherman production!" —*Boxoffice*

"Intensely moving and human drama!"—*Daily Variety*

Paramount's

"THE PARSON OF PANAMINT"

with

Charlie Ruggles · Ellen Drew · Phillip Terry

Joseph Schildkraut · Porter Hall · Henry Kolker · Janet Beecher · Paul Hurst

Directed by WILLIAM McGANN · Screen Play by Harold Shumate and Adrian Scott · Based on the novel by Peter B. Kyne

A Harry Sherman Production



Paramount Pictures

Program Exchange

Cook Knows How to Keep Patrons Coming During June; That Utica Guy Is In Again

FOR a while there we weren't sure whether it was June or not; seemed more like April to us, what with all that rain and the chilly weather. Of course, we realize this weather didn't prevail in the territories of a lot of Program Exchange members, but there are still lots of members who did experience it. Once again we are putting our winter clothes back in the mothballs in the hope that summer is now definitely here. Officially, however, summer begins June 21, unless the date has been changed.

We are pleased to welcome a new member this week from the Buckeye state. His name is John H. Cook, and he manages the Andalus Theatre, St. Bernard, Ohio. A large hole or "neck" at the top of a card measuring about 5½ x 14 permits hanging of his program on door knobs, later on the wall. One side contains the list of attractions for the week, while the other is reserved for institutional copy which is changed from week-to-week.

Here's a Real Business Booster

A Weekly Patron's Benefit Contest is announced on one of the programs, with passes serving as prizes. According to the rules, contestants must attend the four programs listed on the circular, have an attendant stamp an entry blank each time a ticket is purchased, write a 25-word answer to the statement, "Why I Like to Go to the Andalus." The contest has been running throughout June, and the first prize winner each week gets a month's pass, while winners of second to fifth prizes get two passes each. One pass each is given to those who place from sixth to fifteenth.

It's not only a pleasure to have Cook as a new member, but we hope he'll keep on sending us his program, because, from the way it looks right now, members will be getting some swell ideas from him.

Boys, that Stoltz guy is in again. When a showman does the unusual once in a while, we think he's doing all right. But when he does it week after week, he's doing better than all right. This applies to Arnold Stoltz, manager of the Avon Theatre, Utica, N. Y., who keeps hitting the showmanship bulls'eye every seven days. His latest creation is an envelope containing a sample package of cigarettes. "Light these cigarettes," is the admonition on the envelope, "there's no blackout in Utica, thanks to Uncle Sam's 'Devil Dogs of the Air,' with James Cagney and Pat O'Brien." There'll be some new aviation pictures coming along soon, so we suggest you keep Stoltz' stunt in mind.

Every time we look at the program for the Avalon Theatre, Santa Catalina Island, Calif., we get that vacation urge. The Casino, which houses a theatre, ballroom and marine fountain, must be an ideal spot for a vacationist, and we wish we were there. Imagine a spot where you can have a drink, then see a show, then dance, then go sailing or swimming in the Pacific. Ah, that's paradise. But we'd better stop before it becomes too difficult to concentrate on the balance of business at hand.

Guido Trusty, formerly of the Roxy Theatre, Milan, Tenn., writes to inform us that on and after June 22 he will be located at the Milan Theatre, Milan, Tenn., and that he will be glad to keep in touch with members from that address. So if Guido is on your mailing list, be sure to change his address. Wonder where Walton Bonds, who was at the Milan, will be located?

Hot Weather Institutional Copy

We like this institutional message in the Ideal Theatre program this week. Under the heading, "Wear a Barrell If You Like," it goes like this:

"It's too hot to sit around the house. What'll we do?"

"How about a movie?" asks the other. "Might be a good idea, but I don't feel like getting dressed."

"All right, then," says the first, a bold soul, "let's go to a show around the corner."

That's us! The Ideal Theatre is just around the corner from you. We're plain folks dealing with plain folks. And believe us, you're welcome to come here anytime in anything but a suit of skin. Who cares if Pop shows his suspenders and Mom wears that old thing she changed to after dinner? Put on your slippers, shuffle over to the Ideal, and Beat the Heat.

We haven't looked at the moon recently, but it must be blue. For only once in a blue moon do we receive a program from S. V. Moorman, manager of the Columbia Theatre, Coldwater, Ohio, and we received one this week. Like others of the "hang me up for reference" type, this one is printed on cheap (don't take that literally, but merely as a designation) cardboard stock and lists the Columbia's attractions for the month. If we were Moorman, we'd use a portion of that address space on the back for institutional copy. How about it, S. V.?

Looks like we've come to the end of our space, so we'll have to stop this week. Look for us right in this here space next week.

Member Added This Week

John H. Cook, Andalus Theatre, St. Bernard, O.

'City of Missing Girls' Display Is Simple But Effective

A simple but effective lobby display was used by Manager John O'Neal of the American Theatre, Caldwell, Idaho, for the showing of "City of Missing Girls." On a table were articles of feminine wearing apparel. Above, on the wall, was this sign:

"Whose clothes are these? If you have information concerning the whereabouts of this Missing Girl, please contact the manager of this theatre."

Another sign tacked onto the table carried this copy:

"Can you help the heartbroken parents find their Missing Girl?"

--Your Application Blank--

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW
1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

ANOTHER REPUBLIC FAN MAGAZINE AD

Hilarious Highlights from a BIG PICTURE



IS it laughter YOU RE looking FOR? Are you KEEN for SOME swell SONG hits? ARE you READY, willing AND able to ENJOY a STAR-CROWDED COMEDY with music? THEN watch out for JUDY CANOVA IN her newest hit! IT'S called "PUDDIN' HEAD"— AND it's the grandest FUN that this sensational star HAS ever brought you!... JUDY sings—JUDY dances—



JUDY gets HERSELF into MORE HILARIOUS SCRAPES THAN you CAN count! ... AND REPUBLIC has PROVIDED HER with a SETTING worthy of her EXTRAORDINARY talents! THERE'S a heart-warming STORY told against a background OF dazzling spectacle... AND the cast is as imposing AS it is entertaining! There's HANDSOME FRANCIS LEDERER TO set feminine hearts beating FASTER...and a great group of COMEDIANS to set everyone CHUCKLING. To name just a few— RAYMOND WALBURN...



SLIM SUMMERVILLE... EDDIE FOY, Jr...What a laugh LINE-UP! And what a picture! GET ready for fun now...with JUDY CANOVA in her newest and BEST—"PUDDIN' HEAD"... It's

A REPUBLIC PICTURE

Selling the Picture

For Better Show Selling

***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Bad Man	Mar. 29
Big Store	June 21
Billy the Kid	May 31
Blood and Sand	May 24
Devil and Miss Jones	April 19
Girl, A Guy and A Gob	Mar. 8
In the Navy	June 7
Lady From Cheyenne	April 12
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
One Night in Lisbon	June 14
Penalty, The	Mar. 15
Penny Serenade	April 26
Puddin' Head	June 28
Rookies on Parade	May 3
Sis Hopkins	April 5
There's Magic In Music	May 17
Tobacco Road	Mar. 1
Woman's Face	May 10

Start Campaign Rolling For 'York' Roadshow

First gun in the campaign being put behind "Sergeant York," opening July 2 at the Astor Theatre on Broadway for a two-a-day run, was fired over the week-end with special newspaper advertising.

Preparations also were made to bring to New York from Washington, as part of the distinguished premiere audience, officials of the War Department, members of the diplomatic corps, Congressional leaders and other prominent government personages. Others who will be present include Sergeant Alvin C. York; Jesse L. Lasky, who produced the picture in association with Hal B. Wallis; Gary Cooper, star of the film, and H. M. Warner.

A military band parade, with ceremonies in Duffy Square, facing the Astor Theatre, is one of the special features planned for the opening night, and a reunion of Sergeant York and seven of his World War buddies, who are now scattered around the country, also is being arranged.

Radio networks will present Sergeant York and Lasky on various nationwide programs over the next few weeks, and a long list of newspaper and magazine features on the famous World War hero also has been set.

For human interest activity, a typical family from Sergeant York's home region of Tennessee is to be brought to New York on its first train ride and to see its first motion picture.

A big poster campaign, covering both city and suburbs, will break in a few days, and various patriotic organizations, veterans' groups and other national membership units are getting behind the picture.

Work also is progressing on the gigantic electric sign for the front of the theatre.

The list of promotional tieups being arranged on "Sergeant York" will be one of the most extensive ever effected on a picture, it was said.

Have You Ever Tried This?

Russ Leddy, manager of the Orpheum Theatre, Green Bay, Wis., devised a unique ad to announce his array of forthcoming attractions. A Christmas tree was the central figure, with the coming attractions forming the ornaments. Next to the tree was a Santa Claus. The caption at the top of the ad contained this copy: "I'm back again—8 months early!—to bring you an announcement of the finest selection of motion picture entertainment Green Bay has ever witnessed—15 hits in a row!"

Sam Neall Wins Honor Button For Promotion of 'Ziegfeld Girl'

Woman Manager Also Gets Award, Setting a Precedent; Minnesota Showman Honored

SAM NEALL, manager of the Sipe Theatre, Kokomo, Ind., has been awarded an Honor Roll Button by MGM for his outstanding promotion of "Ziegfeld Girl."

Highlighting the Hoosier showman's campaign was a search for a "local Judy Garland," with Station WKMO cooperating. Using the catchline, "Can You Sing Like Judy?", Neall received literally hundreds of spot announcements ten days before the contest was actually run. All in all, one hour and forty-five minutes represented the total time of the plugs.



SAM NEALL
Hoosier Showman

The audience was asked to act as judges and to send in their favorite's name on a post-card. Including the finals, 5,400 votes were received which made the returns on the contest more than six times larger than the returns on any other form of competition sponsored by the local station.

After she had won her title, the local Judy Garland was featured in a special broadcast from the Sipe stage. Because Bill Carlson's NBC orchestra was playing a special high school prom in Kokomo at the time, Neall arranged for "Judy" to sing over the Blue Network of NBC.

A complete summer outfit was promoted through a local department store. From every angle, the event was one of the most successful ever put on in Kokomo, and attracted more attention than the 1913 flood.

Other aspects of Neall's campaign included the "stuffing" of 9,000 copies of the Sipe's weekly tabloid newspapers in the *Chicago Tribune, Chicago Herald & American,* the *Chicago Times* and the *Detroit Free Press* Sunday editions; promotion of a Star-O-Gram contest is the local Tribune; planting three pieces of art and four stories in the same publication; promoting a half-page cooperative ad featuring a cut-out puzzle contest; arranging music store displays and five other windows, all featuring Ziegfeld Girls and women's apparel.

Neall was assisted in his campaign by MGM Exploiteer Ted Morris.

The first woman manager in the entire country to receive an Honor Roll award has also been announced by W. R. Ferguson, director of exploitation. She is May Quirk, of the Victoria Theatre, Mt. Carmel, Pa., who won the award for her promotion of "Land of Liberty."

Highlights of her campaign included a special screening for representatives of local social, civic, educational, patriotic and religious groups, with complete cooperation of these organizations. Schools conducted an essay contest, with cash and books as prizes, on the subject: "What 'Land of Liberty' Taught Me About the United States."

On opening night, the high school band, led by a color guard of Boy Scouts, marched through the main streets of the city to the theatre. Just before the last showing, the band and scouts appeared on the stage and participated in a call to colors and the pledge of allegiance.

The Mayor proclaimed "Land of Liberty Days" during the showing, and complete newspaper publicity, including editorials, rounded out the campaign.

Another award winner is Harry Salisbury of the Time Theatre, Rochester, Minn., who, like Miss Quirk, won his Button for his campaign staged on "Land of Liberty." He obtained the full cooperation of all local social, civic, patriotic, religious and educational organizations.

PICK FIGHT WINNERS

Patrons of the RKO Upper East Side and Bronx theatres were given a chance recently to try their skill at predicting the outcome of the Joe Louis-Billy Conn championship battle. Everybody, upon entering any of these theatres—the 58th, 86 and 125th Streets, the Fordham, Royal, Franklin, Chester, Castle Hill, Regent, Alhambra, Roosevelt and Pelham—were given a blank on which to register their opinion as to who would win the fight and in what round. Following the broadcast, which was heard in the mezzanine foyers, those who guessed correctly received guest tickets to RKO Theatres.

Macdonald's 4th Annual Flower Show Tops All Previous Efforts

This year Manager C. E. Macdonald of the United Artists Theatre, Berkeley, Calif., staged his fourth annual flower show, and from all reports, the affair topped all his former efforts.

"Flower Arrangements for the Home" was the theme of the show. Clubwomen and growers of Berkeley aided Macdonald in putting it over. Merchants furnished and set up many beautiful rooms, while a children's party table exhibit and a special dish garden arrangement constituted other outstanding displays.

A feature of the show was a beautiful running fountain and a table of shrubs and blooming trees. Still another was a $5,000 display of orchids.

Paid for the most part by merchants and florists, special ads announcing the Flower Show appeared in the *Berkeley Gazette.*

Circus-Style Exploitation Used by Fox Midwest on 'Wagons Roll'

"The Wagons Roll at Night" was played by Fox Midwest Theatres in the Kansas City and St. Louis territories as an exploitation feature in circus style. A special press book was gotten out by the circuit, carrying out the campaign along circus lines, including four big sound trucks completely remodeled as ballyhoo trucks.

Besides the trucks, the theatres made elaborate use of pennants, special posting, heralds, window cards and lobby billing.

HE'S THE NO. 1 BOXOFFICE GIRL OF THE YEAR!



JACK BENNY in CHARLEY'S AUNT

with

KAY FRANCIS • JAMES ELLISON

and **Edmund Gwenn • Reginald Owen Arleen Whelan • Laird Cregar • Ernest Cossart • Anne Baxter • Richard Haydn**

Directed by Archie Mayo • Produced by William Perlberg • Screen Play by George Seaton

20th CENTURY FOX

Puddin' Head

Give Judy's Latest Comedy Your Best Promotional Efforts; Here are Ideas to Help You

An SHR Showmanalysis (REG. U. S. PAT. OFF.)

THE industry was first surprised at the phenomenal box office success of "Scatterbrain," the unpretentious but entertaining debut of Judy Canova under the Republic banner. A few months ago "Sis Hopkins" came along, and from the campaign reports that have reached this office, it duplicated the business done by its predecessor. Many of the campaigns were outstanding, proving that exhibitors realized the tremendous audience appeal and the selling possibilities of this type of entertainment.

Now along comes "Puddin' Head," with Judy again starred, supported by Francis Lederer and a cast including Raymond Walburn, Slim Summerville, Eddie Foy, Jr., Astrid Allwyn, Alma Kruger, Hugh O'Connell and Chick Chandler. Thus once again showmen have the opportunity to explore the fields of exploitation by creating campaigns that will bring in crowds as large as those which greeted local engagements of "Scatterbrain" and "Sis Hopkins."

NATIONWIDE TALENT HUNT

One of the most important phases of the selling campaign on "Puddin' Head" is a nationwide talent hunt for the nation's most photogenic girls, sponsored jointly by Republic and Vogue Girl Coats, Inc., 519 Eighth Avenue. Exhibitors playing the picture—or any other Republic picture, for that matter, are asked to send their playdates to Roy Chalk, in care of Vogue Girl Coats. Chalk will then make arrangements with local dealers, instructing them to cooperate with exhibitors and supply exhibitors with display material. Such national magazines as Mademoiselle and Vogue will carry colorful ads promoting the contest. To the winner will go a free scholarship in the Powers School of Modeling. Here is a contest that showmen can plug to the skies. We suggest you get a copy of the "Puddin' Head" press book and read the details carefully, then plan to jump on the bandwagon.

TIE-UP OPPORTUNITIES

Seldom has a picture offered as many merchant tie-up possibilities as this one. There are stills available for effecting cooperative ads and window displays on men's wear, beach accessories, Philco radios, kitchen wear, Packard cars, beauty shops, pastry shops, etc. By looking over the stills at your exchange, you'll find even more than suggested here. We had occasion to pick up a few, and by the time we had finished with them, found the four which comprise the reproduction on this page. Every tieup you make will bring additional patronage to your theatre, so take advantage of them.

PUDDIN' CONTEST

The title suggests a contest to be conducted by the newspaper's food editor in which women submit their favorite puddin' recipes. The recipe adjudged best might be termed the "Canova Puddin'." On the other hand, you might offer a prize to the housewife who concocts a puddin' best qualified to be known as the "Canova Puddin'." Get restaurant chefs to each feature his own idea of a "Canova Puddin'" on the menu.

GAG FASHION SHOW

The exaggerated, old-fashioned styles worn by Judy Canova in her cinematic characterizations should influence a gag fashion show to be staged at your theatre in advance of the picture's opening. High-button shoes, long nightshirts could be featured. Offer a prize for the funniest get-up.

AUTO BALLYHOO

A sequence in the picture shows Judy loading a Ford with all her household goods and setting out for the city. This naturally inspires a street ballyhoo featuring an old Ford properly bannered and loaded with all sorts of household junk.

NEWSPAPER CONTEST

According to the "Puddin' Head" synopsis, Judy, a country girl, learning she owns a piece of land in the city, decides to literally move her farm to the locale of skyscrapers. This situation poses a question that might be used as the basis for a newspaper contest: "Where Would You Rather Live—in the City or in the Country, and Why?" Two best letters, one from the "city" angle and the other from the "country" angle would earn their writers awards.

FIND LOCAL "JUDY"

If you have't staged this stunt on the other two Canova pictures, better use it on this one. The idea is to conduct a search, through the newspaper, screen, lobby, etc., the local girl who best typifies the screen characterizations of Judy Canova. Contestants must dress as nearly like the star as possible and be able to mimic her mannerisms. The winner can appear in department stores, at luncheons, radio broadcasts, and at other functions.

GOOSE RACE

Line up about six people for a goose race in which they tie the web-footed fowls to leashes and then let them compete with one another to see which one makes it across the finish line first. Here's a stunt that can attract a lot of attention if you work out the details carefully.

GOOD SAFETY ANGLE

People who jaywalk could appropriately be labeled "Puddin' Heads." Therefore, get the local safety committee to cooperate with you in putting signs at street intersections on which this copy is plainly visible: "If you jaywalk, you're a 'Puddin' Head.' Cross the street at intersections only, and look carefully before you cross."

DOLL COLLECTION

Judy Canova's principal hobby is the collection of dolls, of which she has accumulated a sizable number. Perhaps there are men and women in your town who have the same hobby. If so, get their permission to display the dolls in your lobby.

SELL THE MUSIC

Five songs are featured in "Puddin' Head," and have been published by Mills Music, Inc., 1619 Broadway, N. Y. C.

FRONT AND LOBBY

Comedy should dominate your front and lobby displays, and while Judy should by all means be featured, don't forget that some other fine comedians are also in the picture.

Screenplay by Jack Townley and Milt Gross. Original story by Jack Townley. Directed by Joseph Santley. Associate Producer, Albert J. Cohen.



TIEUPS!

No need to search through your "Puddin' Head" stills for tieups; many of them reveal one of some sort or other. Take, for instance, the four that have been reproduced here. The one in the upper left-hand corner could be used by local magazine dealers in displays boosting the sales of ghost story magazines or magazines of that ilk. Dairies should go for the picture of Judy Canova churning butter, and flower shops could be brought into play in connection with the still in the lower left-hand corner. As for that scene of Judy and "Postmaster" Slim Summerville—well, it doesn't seem to have any tie-up possibilities at first glance but—wait a minute—isn't there a campaign on now for the sale of Defense Stamps and Bonds? Sure. Well then, tie up with it!

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

Camp O'Connell Benefit a Success; Barkers Honor Stirling at Dinner; Ted Lewis Among Visitors at Club

The Ladies Theatrical Club put over their Camp O'Connell Benefit in "Big Time Fashion" at Bill Green's Casino. Don Bestor and his orchestra furnished the music; Brian McDonald MC'd the show, which included acts from all the local night clubs (Nixon Cafe, Show Boat, Villa Madrid, El Chico and others). Aside from a slight confusion in seating reservations (the crowd was probably larger than expected), the evening was a perfect success.

All the Barkers (not a woman in a carload) turned out for the King for a Day dinner in honor of Barker Ed Stirling. Ira Cohn, chairman of the Heart Committee, reported on this year's Camp O'Connell appropriation plans and other of Variety's charitable activities.

Visitors at the club this past week included Harry Cotton and A. C. Knowles of the Alexander Film Company, Earl Sweigert, District Manager for Paramount, and Ted Lewis whose band is the attraction at the Stanley Theatre this week.

Joe Ferris, steward at the club, was confined to his home for a week with—of all things!—the mumps. He is now back on the job.

The new air conditioning plant should be in operation at the club this week.

Art England was in Chicago this past week on business.

Barker Herb Dimling is quite proud of a gold watch and chain presented to him by his friends on his fiftieth birthday.

The Pittsburgh Tent Golf Team, composed of Art Levy, Archie Fineman, Roy Clunk and Kivie Wolf, defeated the Cleveland team in the Cleveland golf tournament which was held last Friday. The team from Cleveland will play in the Pittsburgh Golf Tournament July 21.

Tent No. 3—Cincinnati

Harry Young New Barker; Bert Yamin Off to Hollywood; Joe Golden Now In West Virginia as 'U' Salesman

A new barker to be added to the Cincinnati tent is Harry Young, for many years Universal salesman in the Central Ohio Territory, with headquarters in Columbus. Harry has been named the new Universal branch manager, succeeding Pete Rosien, who has been elevated to the district management.

Bert Yamin of the Cincinnati tent is now on his way to Hollywood via the Panama Canal, sailing last Thursday from New York aboard the steamer President Harrison. The object of his visit is mainly looking. Hope he sees some pretty ones.

Joe Golden, more recently identified as the Schine Circuit booker in these parts, is now the new West Virginia salesman for Universal. Joe will reside in Charleston, where he will also have his headquarters.

Warren Shaefer, of the well known Kentucky exhibitors spending several days in Cincinnati booking but mainly watching the Reds take it on the chin from several of the eastern teams.

Barkers E. B. Radcliffe, dramatic editor of the Cincinnati Enquirer and the scribbler doing a week end in St. Louis in the company of Barker Paul Beiseman of the latter city who is also the manager of the St. Louis Municipal Opera. The two shows seen were the premiere of Sigmond Romberg's new Operetta "New Orleans" and Victor Herbert's famous "Sweethearts." Really the high spot in American stage theatricals.

Tent No. 5—Detroit

Plans Going Forward for the Golf Tourney, All Industry Sweepstakes; New Mercury Opening Highlight

While the summer doldrums have settled over many local show-world activities, and plenty of filmites are off for northern Michigan and points elsewhere, Tent activity is far from quiet. Plans for the two big events of the summer—the Golf Tournament and the All-Industry Sweepstakes—are going vigorously forward under the personal direction of Chief Barker Johnny Howard. At the same time, the welfare activities, including the numerous shows to shutins in hospitals—and, at this season, in many camps—go steadily and unobtrusively on under the systematic chairmanship of the very efficient Bill Flemion.

Carl Buermele, Co-Operative boss, was off to New York for a few days—he just got back from Hot Springs. Tom McGuire, another Co-Op leader, was out of town for a few days as well.

F. A. Schneider of the Stratford Theatre, who tried to play opposition to the Atlantic City convention by getting sick there, is back home from the hospital—and completing plans to head up north for a summer at his cottage on Otsego Lake.

Opening of Saul Sloan's new Mercury Theatre, with Asher Shaw as manager, was a highlight of the week. Event looked like a Barker meeting—among those present being Ray Moon, Harold H. Smilay, Ale Schreiber, William A. London, Harold Sandelman, George W. Trendle, Joseph Bussick, and a host of others, including distributors, friends, and competitors.

Tent No. 10—Indianapolis

'Opera Under the Stars' Planned as Memorable Event; Collins Managing Circle; Barkers Attend ATOI Meeting

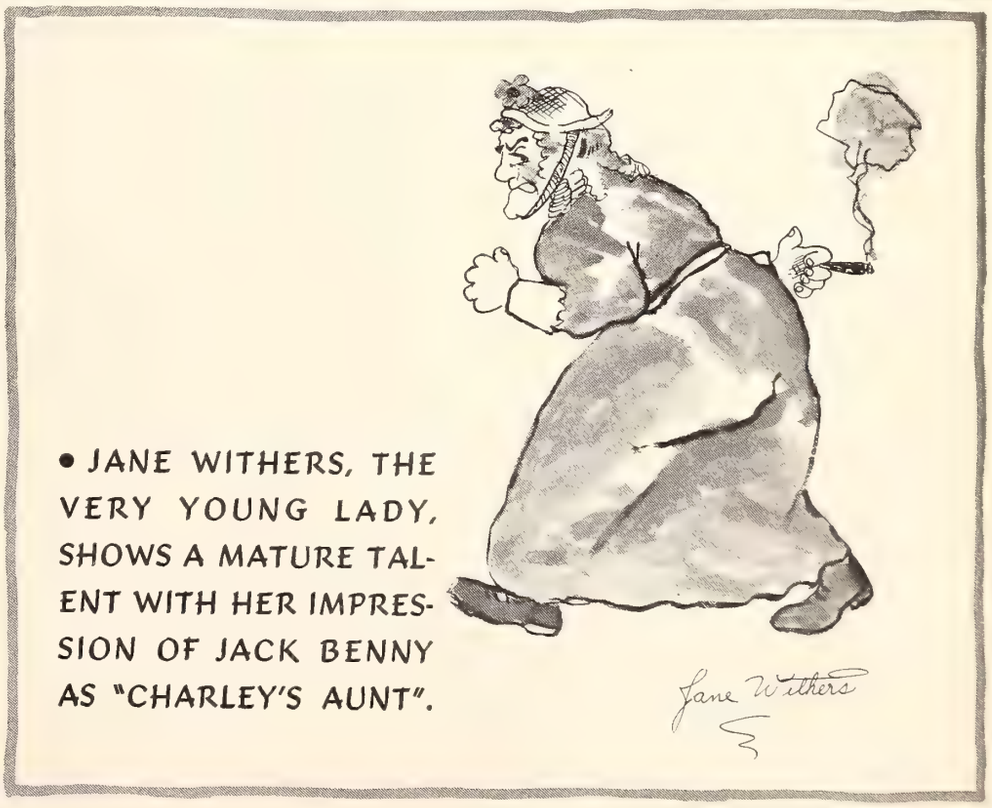
This Tent's big event for the moment will be the "Opera Under The Stars" to be held in the Stadium at the State Fair Grounds during the evenings of July 9-10. Chief Barker Ken Collins has the assurance of all the Committee chairmen that this event will be an outstanding success and every Barker has pledged his cooperation to make it the talk of Indianapolis. The entire proceeds will go into the Heart Charity Fund. Homer Capehart, juke box manufacturer and chairman of the distinguished guests committee, called a meeting of his group. He assures us that a large number of "high hats" will make their appearance during the event. The local newspapers are cooperating 100 per cent in publicity and the radio stations are generous in spot announcements.

With the closing of the Indiana Theatre, Chief Barker Ken Collins has taken over the Circle for two weeks while Baker is vacationing.

Barker Irvin Fendrick, who takes care of our food and thirst wants in the club rooms, really did himself proud during the Shriners Convention last week. Medinah Temple of Chicago was housed in the State Fair Grounds and Irv fed the 525 attending members during their entire stay. He served 5,200 meals in eleven sittings, and our good friends from Chicago have had nothing but compliments on the way everything was handled. This was the largest catering job ever handled in Indiana and we are all mighty proud of Barker Fendrick.

Many of the local Barkers attended the mid-summer State Convention of the ATOI at Lake James. Barker Marc Wolf was chairman and Col. Cole National President of Allied Theatres was the honored guest. They had the largest attendance of any of their

(*Continued on Page* 16)



The Box Office Slant

Blossoms in the Dust

(Technicolor)

MGM Biographical 98 mins.

(Prod. No. not set—Nat'l Release, Aug. 15)

AUDIENCE SLANT: (Family) Fine entertainment for the entire family.

BOX OFFICE SLANT: Provided exhibitors get behind this really worthwhile picture with showmanship, it should score successfully in all situations.

Cast: Greer Garson, Walter Pidgeon, Felix Bressart, Marsha Hunt, Fay Holden, Samuel S. Hinds, Kathleen Howard, George Lessey, William Henry, Henry O'Neill, John Eldredge, Clinton Rosemond, Theresa Harris, Charlie Arnt, Cecil Cunningham, Ann Morriss, Richard Nichols, Pat Barker, Mary Taylor, Marc Lawrence. Credits: Produced by Irving Asher. Directed by Mervyn LeRoy. Screenplay by Anita Loos. Story by Ralph Wheelwright. Directors of photography, Karl Freund and W. Howard Green. Musical score, Herbert Stothart. Art direction, Cedric Gibbons. Associate, Urie McCleary. Special effects, Warren Newcombe. Film editor, George Boemler.

Plot: Essentially biographical, this tells the dramatic and heart-warming story of Edna Gladney (Greer Garson) who formed the Texas Children's Home and Aid Society of Fort Worth and found happy homes for babies during the years she devoted to child welfare.

Comment: Beautifully photographed in Technicolor, fraught with human interest and inspiringly acted by Greer Garson and Walter Pidgeon in the leading roles, "Blossoms in the Dust" is a notable contribution from Hollywood that should surely be accorded enthusiastic praise by all types of audiences. The humanitarian work of Edna Gladney (Greer Garson) who found homes for children, who eventually succeeded in her efforts to have the Texas state legislature abolish old statutes which branded illegitimate children as such throughout their lives, causing them much shame, embarrassment and in most cases banishment from the usual social order, is told in a compelling and heart-warming screenplay. Excellent supporting characterizations are contributed by Felix Bressart, Marsha Hunt, Clinton Rosemond, William Henry and others. Through it all the skillful directorial hand of Mervyn LeRoy is evident. Those who have been asking for better pictures will find in "Blossoms in the Dust" a fine, clean and inspiring account of a noble woman. Every member of every family will feel better for having seen it. Surely local child welfare agencies, as well as civic officials, clergymen, etc., should be contacted in the course of your exploitation campaign.

Catchline: "An inspiring, heart-warming story that should be seen by every man, woman and child."

Legion of Decency Ratings

(For Week Ending June 28)

SUITABLE FOR GENERAL PATRONAGE

Richest Man in Town

Sweetheart of the Campus

SUITABLE FOR ADULTS ONLY

Blossoms in the Dust — Double Cross

Broadway Limited — They Met in Bombay

They Met In Bombay

(Hollywood Preview)

MGM Drama 92 mins.

(Prod. No. 140—Nat'l Release, June 27)

AUDIENCE SLANT: (Adult) Swell entertainment for the masses. One of the best pictures of the current season.

BOX OFFICE SLANT: Will stand on its own in any situation. Strong enough for single billing. Looks like top grosser.

Cast: Clark Gable, Rosalind Russell, Peter Lorre, Jessie Ralph, Reginald Owen, Matthew Boulton, Eduardo Ciannelli, Louis Alberni, Rosina Galli, Jay Novello. Credits: Directed by Clarence Brown. Screenplay by Edwin Justus Mayer, Anita Loos and Leon Gordon. Based on a story by John Kafka. Director of photography, William Daniels. Art director, Cedric Gibbons. Produced by Hunt Stromberg.

Plot: Clark Gable, a cashiered British Army officer, and Rosalind Russell, a phony countess, meet in Bombay where each tries to steal the same large diamond. They succeed and escape on a tramp steamer. When they are landed, circumstance forces Gable to aid in the evacuation of British subjects from a Japanese conquered town. There Gable is wounded and is cited for bravery. In love with each other, Rosalind forces him to return the diamond and the picture ends with an indication of future happiness for both of them.

Comment: Here's one that has the earmarks of success stamped all over it. A picture that will be reckoned among the "best ten" before the year rolls by. It's a combination of suspense, action, romance and adventure that develops into swell entertainment for the masses. With such top marquee names as Gable and Russell and a film that will create a great deal of word-of-mouth advertising, a little smart showmanship should make it one of the top grossers of the current season. The picture is loaded with amusing sequences, bright dialogue and clever performances from the entire cast. In addition to Gable and Miss Russell, both at their best, Peter Lorre, Jessie Ralph and Reginald Owen turn in standout jobs. Clarence Brown's direction rates raves, as does the entire production. With all the current noise about single features, here's one that should prove a good test. It's strong enough to stand on its own in any situation. Play up the marquee strength in all your advance exploitation and advertising. Be sure to stress the romantic angle. Arrange windows with your local jewelers, or have a display in your lobby with "guards" in attendance.

Catchline: "Thieves fall out . . . then fall in love."

The Bride Came C. O. D.

Warner Bros. **Comedy** **91 mins.**

(Prod. No. Not Set—Nat'l Release, July 12)

AUDIENCE SLANT: (Family) Practically any audience will gobble it up. The refreshing change of seeing Bette Davis in a comedy role along with a star like Cagney should be a high point with many a fan.

BOX OFFICE SLANT: Should be one of the biggest grossing pictures of the year, not only because of the two top names in the cast but also the comedy.

Cast: James Cagney, Bette Davis, Stuart Erwin, Eugene Pallette, Jack Carson, George Tobias, Harry Davenport, William Frawley, Edward Brophy, Harry Holman, Chick Chandler, Keith Douglas, Herbert Anderson, William Newell and others. Credits: Screenplay by Philip G. and Julius J. Epstein. From the story by Kenneth Earl and M. M. Musselman. Directed by William Keighley. Associate producer, William Cagney. Executive producer, Hal B. Wallis.

Plot: Bette is about to marry Carson, a band leader. Erwin, a radio newscaster, has chartered Cagney's plane to take them to Las Vegas to be wed. But Cagney, needing money to pay off the balance on his plane, arranges by telephone with Bette's father to bring her to him unmarried. He practically kidnaps her but they are forced down near a ghost town, inhabited solely by Harry Davenport. Carson arrives to claim his bride but she has by now fallen in love with Cagney, though unwilling to admit it. She is married in a fake ceremony, but just when her father arrives, she parachutes away from the plane that was taking her on her honeymoon.

Comment: Warner Brothers have pulled a grand coup by teaming two of the biggest box office stars and making comedians of both of them—and excellent comedians, too. They'll be sensational together. The picture should be one of the biggest grossers of the year, not only because of the drawing power of the stars but the type of picture as well. It should get good reviews from the critics



KEEP YOUR EYE ON

GENE TIERNEY

Sky-rocketing to stardom in "Belle Starr"!

One of the fresh new 20th Century-Fox star personalities!

and the word of mouth should be exceptional. The two stars do a bang-up job in the acting field with strong support, especially from Harry Davenport, who puts over his lone prospector role with gusto. Production and direction are excellent, with the latter to be credited for the good spacing of the laughs. There are plenty of selling angles, particularly along the line of the title. Tieups with merchants can be made on both the "bride" angle and the "COD" slant. Play up the names of the two stars—they're really worthy of lights.

Catchline: "He delivered the bride as his own—not according to contract."

Accent on Love

20th Century-Fox **Comedy** **61 mins.**

(Prod. No. 148—Nat'l Release, July 11)

AUDIENCE SLANT: (Family) A neat little package of delightful family entertainment.

BOX OFFICE SLANT: It has little, if any, drawing power; but small town exhibitors should boost it as a family night offering, then watch the patrons eat it up.

Cast: George Montgomery, Osa Massen, J. Carrol Naish, Cobina Wright, Jr., Stanley Clements, Minerva Urecal, Thurston Hall, Irving Bacon, Leonard Carey, Oscar O'Shea, John T. Murray. **Credits:** Associate Producers, Walter Morosco and Ralph Dietrich. Directed by Ray McCarey. Screenplay by John Larkin. Original story by Dalton Trumbo. Director of photography, Charles Clarke. Art direction, Richard Day and Lewis Creber. Musical direction, Emil Newman. Film editor, Harry Reynolds.

Plot: Tired of idleness in a vice-presidential capacity in his father's real estate firm, Montgomery applies for work elsewhere on his merits, gets a job as a day laborer. He stays with the foreman, Naish, and his family, learns of bad conditions in the houses owned by his father, finally makes the old man (Thurston Hall) visit Naish for a few days and see how really bad things are. Although married, Montgomery falls in love with Naish's daughter, Osa Massen; becomes free to marry her when his wife, Cobina Wright, Jr., leaves for Reno.

Comment: The critics won't be shouting about this one from the housetops, for it's in the program class, running only 61 mins. But what it lacks in quantity it makes up for in quality. Here is delightful, human, down-to-earth entertainment for the whole family. It concerns people and situations that captivate most moviegoers, and capably enacted by a talented cast whose only drawback is a spot on the off-side of the box office ledger. Outstanding characterizations are turned in by J. Carrol Naish, Thurston Hall and Stanley Clements, the latter the little ruffian who scored a hit in "Tall, Dark and Handsome" and repeats the process here. While "Accent on Love" will get few extra dollars at the box office, exhibitors in the average communities can book it as a family night offering, confident that they are giving their patrons, clean, humorous entertainment. It is these attributes, plus the romance, that should be stressed in your campaign.

Catchline: "It's love in a top hat and blue denims, folks . . . and what fun!"

Kiss the Boys Good-bye

Paramount **Musical Comedy** **85 mins.**

(Prod. No. not set—Nat'l Release, Aug. 1)

AUDIENCE SLANT: (Family) Fast-moving, mirth-provoking, this is a picture that should score heavily with audiences in all situations.

BOX OFFICE SLANT: It looms as a great box office stimulant, especially for those showmen who take advantage of its made-to-order selling possibilities.

Cast: Don Ameche, Mary Martin, Raymond Walburn, Jerome Cowan, Oscar Levant, Barbara Jo Allen, Virginia Dale, Minor Watson, Rochester, Elizabeth Patterson, others. **Credits:** Produced by William LeBaron. Directed by Victor Schertzinger. Screenplay by Harry Tugend and Dwight Taylor. Based on a play by Claire Booth. Director of photography, Ted Tetzlaff.

Plot: Determined to get a part as a Southern belle in the show Don Ameche is producing, Mary Martin, a southerner minus the accent, returns to her Georgia home to be there when Ameche and his musical-composing pal, Oscar Levant, conduct their search for the right girl, affects an accent, gets the part by a ruse which nearly shatters her romance with Ameche. All ends well, however.

Comment: Those who had a part in bringing Claire Booth's satiric musical comedy to the screen used just the right ingredients and the correct formula to insure its enthusiastic reception among audiences in all situations. The picture moves smoothly but speedily, the dialogue crackles with wit, laughs in many instances are so close together they overlap, and the performance of Mary Martin in one of the choicest roles she has had recently is exhilaratingly satisfying. Noteworthy, too, are Don Ameche, Oscar Levant (who has only to be himself to score successfully), Barbara Jo Allen, Rochester and Elizabeth Patterson in assignments suited to their talents. Victor Schertzinger's direction leaves nothing to be desired, unless it's still more of the delightfully entertaining story. That the picture will prove a great box office stimulant is a certainty, especially for those showmen who avail themselves of its made-to-order selling possibilities, among which may be included music and other merchandising tieups, street ballyhoos, gag teasers utilizing the title, newspaper contests, etc.

Catchline: "Kiss the blues good-bye . . . laugh your troubles away at the gayest, sprightliest comedy to reach this town in a month of Sundays."

The Medico of Painted Springs

(Hollywood Preview)

Columbia **Western** **59 mins.**

(Prod. No. 2206—Nat'l Release, June 26)

AUDIENCE SLANT: (Family) Swell entertainment. First of a new series that has everything to please the western addicts.

BOX OFFICE SLANT: An above-the-average outdoor drama, perfect for the action spot on any bill.

Cast: Charles Starrett, Terry Walker, Ben Taggart, Ray Bennett, Wheeler Oakman, Richard Fiske, Edmund Cobb, Edythe Elliott, Bud Osborne, Steve Clark, Charles Hamilton, George Chesebro, and the Simp-Phonies. **Credits:** Directed by Lambert Hillyer. Screenplay by Winston Miller and Wyndham Gittens. Story by Wyndham Gittens. Based upon the book by James L. Rubel. Director of photography, Benjamin Kline. Produced by Jack Fier.

Plot: When cattle men and sheep men try to work the same territory, that spells trouble. But Charles Starrett, cowboy doctor on a mission to examine recruits for Teddy Roosevelt's Rough Riders, irons everything out.

Comment: An interesting character is brought to the screen in Charles Starrett's newest western, first in a series being produced by Jack Fier. It's a swell outdoor drama with everything necessary to please that type of audience; two-fisted action, plenty of hard riding and some nice acting by Starrett and the rest of the capable cast. The picture also introduces a quartet billed as The Simp-Phonies, who liven up the proceedings with above-the-average musical numbers, outstanding of which is "Lonely Rangeland," one of the best cowboy songs heard in a long time. If the others in this series is as good as this one, western addicts are in for a treat. Lambert Hillyer's direction is an expert piece of work, giving the film loads of entertainment value. A western lobby is just the thing for this picture, combined with a display of medical equipment. Throwaways printed to resemble prescription blanks, could be distributed by men dressed in cowboy outfit.

Catchline: "Meet Doc Monroe . . . the two-fisted medical man who makes a town healthier with medicine and fists."

Bachelor Daddy

(Hollywood Preview)

Universal **Comedy** **60 mins.**

(Prod. No. Not Set—Nat'l Release, July 4)

AUDIENCE SLANT: (Family) Will please Baby Sandy following, but too many forced situations for general appeal.

BOX OFFICE SLANT: Only such strength as Baby Sandy may have in your locality.

Cast: Baby Sandy, Edward Everett Horton, Donald Woods, Raymond Walburn, Franklin Pangborn, Evelyn Ankers, Kathryn Adams, Jed Prouty, Hardie Albright, George Meader, Bert Roach, Juanita Quigley, Bobby Larson, Mira McKinney. **Credits:** Directed by Harold Young. Original screenplay by Robert Lees and Fred Rinaldo. Director of photography, Milton Krasner. Associate producer, Burt Kelly.

Plot: Kathryn Adams, mother of Baby Sandy, sends the youngster to the Smiths at a bachelor hotel. There are three Smiths there, brothers. Each feeling guilty of possible fatherhood of the child, they take care of it but lack money. To take care of this it is arranged that one of the brothers marry Evelyn Ankers. But when Kathryn reappears on the scene, this brother falls in love with her. Everything ends happily when Kathryn and this brother marry.

Comment: What a swell picture this would be if they only had a story to start with. As it stands, it's a passable piece of entertain-

(*Continued on Page* 17)

Coming from 20th Century-Fox!

DARRYL F. ZANUCK'S Production of

TYRONE POWER in "A YANK IN THE R.A.F." with BETTY GRABLE

20th CENTURY FOX

Variety Club

(Continued from Page 13)

conventions to date. Among those attending besides Marc Wolf were Roy Harrold, Alex Manta, Chick Calloway, Percy Dixon, Hugh McLachlan and Al Blocher.

Many of the local film men, members of Tent No. 10, were also in attendance including, George Landis, Wade Willman, Fred Greenburg, Earl Penrod, Claude McKean, Elmer Donley, Joe Neger, Gayle Black, Bill Marriott, Guy Craig, J. H. Stephens and Harry Gorman. The golf tourney was won by Sam Neall, shooting an 81. Joe Schilling received the medal for being the biggest liar at the convention.

Tent No. 11—Washington

All Out for Golf Meet; Dinner Dance to Follow; Out-of-Towners Advised to Get Tickets Now; Add Members

It's all out for the annual golf tourney which again will be coupled with a dinner dance. Manor Country Club, Friday, August 22 at $7.50 a couple are the particulars. The golf tourney opens at 11:30 a.m. and the dinner is served at 8 p.m. Music by Sidney. All this is announced by Ed Melniker, general chairman.

Ed states the out-of-towners should write in immediately for reservations for he is expecting plenty of competition for the local lads. There'll be plenty of prizes. He has added a driving contest for the guys who can't putt and a putting contest for the same who can't drive. So all's fair. Serving with Ed are Carter Barron, Abe Lichtman, Fred Rohrs, John Allen, Leo Freudberg, Al Miller, Sam Wheeler, to whom you write for tickets at 932 New Jersey Avenue, Washington, D. C.

Between the mounting fever of interest over the golf meet and appearance at the club of guests there's no slump at the club.

Thirty-three names were added to the guest list on a three month's invitation plan. They are bona fide members of the local film colony and their permanent membership in the tent is desired. The group includes Joe Walsh, Chick Wingfield, Ben Caplon, Joe Kushner, Joe Cohan, Charles Mendelson, Ira Sichelman, Stanley Summers, Fred Klein, Jerry Murphy, Al Miller, Oscar Blumenthal, Al Landgraf, Walter Davis, Bill Jones, Milton Caplon, Tom Rayfield, Milt Smith, George Nathan, Elmer McKinley, George Jeffrey, George Helms, Russ Hildebrand, Jess Smith, Pete Whittington, Lawrence Ady, Murray Greenfield, Ed Kushner, Pete Prince, Paul Wall, Joe Kronman, Jack Hurwitz and Morris Zell.

Permanent members added this past week are George Seay of Blackstone, Va., and Ed Rosenbaum, Columbia exploiteer from New York . . . Secretary Dan Terrell is vacationing down at Bethany Beach and no wonder we've had all this rain in the Capital.

Tent No. 12—Minneapolis

First Golf Tournament of Season to Take Place July 12; Steffes Visits Local Club; MGMen Also Drop In

Chairman Gilbert Nathanson of the entertainment committee has announced July 12 as the date for the Twin City Variety Club's first golf tournament of the season. It will be held at Oak Ridge golf club for the first time in two years and there'll be a Calcutta in the clubrooms Thursday night, July 11.

Nathanson confides that it will be the biggest and best tournament in the club's history, with more and better prizes and the utmost in food and incidental entertainment. Sol Torodor and Monty Lebedoff, members of his committe, are hard at work collecting those prizes and they've already rounded up an impressive collection.

Visitors to the club rooms included W. A. Steffes, two-time Chief Barker, down from his northern Minnesota estate to pick up a new Cadillac which he just purchased. He's looking fine . . . Jack Flynn and Joe Bezahler, MGM district manager and home-office representative, respectively, also dropped in.

Although the summer's always an off-season, members nevertheless are making plenty use of the clubrooms and there's always a goodly crowd present, even for noon lunch, most of the time.

Coast Club Notes

Additional meetings of the committee of five, headed by temporary chairman Duke Clark, and the committee of the whole, which originally met with John H. Harris at the Masquers Club two weeks ago, have advanced plans for the formation of this new Tent.

Following the organization meeting, the committee of five held a session at which preliminatry plans were worked out for the selection of headquarters and the preparation of the recommendations for charter memberships.

At the second meeting of the entire group suggestions were made that will lead to the final selection of the membership and committees were appointed to work out the various activities recommended by the committee of five.

From present indications it appears likely that application for the charter to the national officers will be submitted sometime about the middle of July. Pending the granting of the charter, at the discretion of the national body, the charter membership will proceed with the completion of their organization, election of officers, opening of headquarters and setting up of their plan of early operations.

So great has been the interest in this new Tent that the organizing committee has had inquiries from every section of the territory to be covered by the new group. Theatremen and exchangemen will comprise the majority of the charter membership.

For IDEAS to Put an End to a Box Office Slump
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1501 Broadway, New York, N. Y.

Reisman Uses Many Angles in His 'Strawberry Blonde' Campaign

Maximum attention was drawn to the engagement of "Strawberry Blonde" at the Liberty Theatre, Spokane, Wash., by means of a thorough-going exploitation campaign put over by Manager J. B. Reisman.

His usherette's hair-dos were the same as that worn by Rita Hayworth in the picture, and the doorman wore a costume similar to that of James Cagney. Selections from the film were played by band and orchestra leaders in the parks and hotels.

Music and record store window and counter displays were promoted, and tieups were made with restaurants and soda fountains to serve "Strawberry Blonde" shortcakes and sundaes, respectively.

Bicycle shops used displays with well-worded copy plugging the theatre and playdate.

Play Up Names in Lobby

Very few theatres in the United States are still playing vaudeville, although there are many people who still enjoy seeing that form of entertainment, even in the movies. Whenever you play a variety subject, list the names of the performers appearing in them in your lobby.

Lucky Women in Crowd Photo

A general crowd photo, in a busy section of Terre Haute, appeared in a local paper with the faces of a number of women ringed, and guest tickets were awarded to those identifying themselves as part of the "Woman's Face" campaign put over by R. J. Arnold, Indiana Theatre.

Cards Mailed from Boys Town

One thousand postcards were mailed to Boys Town, Neb., by Louis Guidetti, State, Charleroi, Pa., for remailing to that city as part of his "Men of Boys Town" campaign.



KEEP YOUR EYE ON

JOHN SUTTON

Who's going to click in "A Yank in the R.A.F."!

One of the fresh new 20th Century-Fox star personalities!

The Box Office Slant

Bachelor Daddy

(*Continued from Page* 15)

ment with enough laughs now and then to satisfy the less critical. Baby Sandy who grows cuter with each picture and can now talk, displays real talent and will win the heart of many a theatregoer. She is supported by a top-flight cast of troupers including Edward Everett Horton, Donald Woods, Raymond Walburn, Franklin Pangborn, Evelyn Ankers, Kathryn Adams and Jed Prouty . . . all of whom work like trojans to overcome the trite situations. That they succeed in a small measure, is a miracle. Director Harold Young seemed to be having as much trouble with the script as the cast. Best running spot would be for the Saturday matinee trade. Check press book for Baby Sandy merchandise tie-ups and arrange windows and co-operative newspaper advertising. Classified ads, looking for a "Bachelor Daddy" would help exploit the film.

Catchline: "She wanted a Daddy . . . and wound up with three."

Dance Hall

20th Century-Fox **Comedy** **73 mins.**

(Prod. No. 149—Nat'l Release, July 18)

AUDIENCE SLANT: Agreeably entertaining film fare for the neighborhoods and grind runs.

BOX OFFICE SLANT: While in most situations it will be billed as a second feature, many astute showmen can make it the "topper" by applying showmanship.

Cast: Carole Landis, Cesar Romero, William Henry, June Storey, J. Edward Bromberg, Charles Halton, Shimen Ruskin, William Haade, Trudi Marsdon, Russ Clark, Frank Fanning. **Credits:** Executive Producer, Sol M. Wurtzel. Directed by Irving Pichel. Screenplay by Stanley Rauh and Ethel Hill. Based on a novel by W. R. Burnett. Director of photography, Lucien Andriot. Art direction, Richard Day, Lewis Creber. Musical direction, Emil Newman. Film editor, Louis Loeffler.

Plot: When Carole Landis comes to take over a singing job at his Pennsylvania dance hall, Manager Cesar Romero makes a play for her, wins only her contempt by telling her, after having kissed her, she is like all the rest of the girls. They continue to battle each other until the end when they unite after helping William Henry, composer-pianist, on the road to fame.

Comment: Here is an agreeably entertaining little comedy of events that could easily take place in any dance hall in any average-sized community. It isn't auspicious film fare by any means, but it does manage to hold the interest throughout, thanks to capable performances by Cesar Romero, Carole Landis, William Henry, June Storey and J. Edward Bromberg. Irving Pichel has directed the procedings with an eye to extracting every bit of humor from the many situations, and while not all are hilarious, he has succeeded to a considerable extent. Small town audiences, as well as patrons of neighborhood houses and grind runs, will find it pleasing enough. Tieups with local dance halls, contests based on the controversy between adherents of smooth and jitterbug dancing and special awards for the best local dancers are stunts that should be incorporated in your selling activities.

Catchline: "Knock-down-drag-out romance that will hand you plenty of laughs."

Kansas Cyclone

Republic **Western** **57 mins.**

(Prod. No. 78—Nat'l Release, June 24)

AUDIENCE SLANT: Should thoroughly satisfy the western fans.

BOX OFFICE SLANT: Usual western business.

Cast: Don "Red" Barry, Lynn Merrick, William Haade, Milt Kibbee, Harry Worth, Dorothy Sebastian, Jack Kirk, Forrest Taylor, Charles Moore. **Credits:** Associate producer and director, George Sherman. Screenplay by Oliver Drake and Doris Schroeder. Original story by Louis Sarecky. Director of photography, William Nobles. Musical direction, Cy Feuer. Film editor, Charles Craft.

Plot: Barry, a geologist as well as U. S. Marshal (the latter's a secret), comes to Bannock to investigate gold shipment robberies, finds the sheriff is involved with a gang of crooks, is accused of skulduggery himself until he produces proof of his innocence (it's out—he's a marshal).

Comment: One thing that distinguishes a Barry western from the others is that not only the star, but the rest of the players as well, impart sincerity to their roles, thus making the customary trite situations seem real and believable. And that's a good asset, for it makes this western quite satisfactory even though its action and thrills would compensate for any lack of good thespian and directorial treatment. Interest is maintained throughout. Stunts that have proved successful in selling past outdoor action dramas should be used in behalf of this one.

Catchline: "Two-fisted adventure! Punch-packed thrills!"

Hit The Road

(Hollywood Preview)

Universal **Drama** **60 mins.**

(Prod. No. Not Set—Nat'l Release, June 27)

AUDIENCE SLANT: (Family) Should be okay for the youngsters.

BOX OFFICE SLANT: Good for a Saturday matinee spot in neighborhood houses.

Cast: Gladys George, Barton MacLane, Billy Halop, Huntz Hall, Gabriel Dell, Bernard Punsly, Bobs Watson, Evelyn Ankers, Charles Lang, Shemp Howard, Walter Kingsford, Eily Malyon, Edward Pawley, John Harmon. **Credits:** Directed by Joe May. Original story by Robert Lee Johnson. Screenplay by Robert Lee Johnson and Brenda Weisberg. Director of photography, Jerome Ash. Associate producer, Ken Goldsmith.

Plot: MacLane, a reformed gangster, takes the orphaned sons of the men of his gang out of reform school in order to give them a chance in life. But they have other ideas, and when they find he is really going straight, decide to do things on their own. This leads to trouble because they give information to the "wrong" guy, but when they realize that MacLane is on the level they prevent the crime and help in the capture of the criminal.

Comment: This one should fit in okay on a Saturday matinee spot in the neighborhood houses, for whatever appeal it may have will be for the juvenile audiences only. It is the usual type of Dead End Kids story about delinquent boys, with the Kids using their familiar brand of tricks throughout the entire picture. There is plenty of action, what with slapping each other around, shooting and chasing gangsters, but the script is so transparent that it is doubtful whether adults will find much to entertain them. Besides Billy Halop, Huntz Hall, Gabriel Dell, Bernard Punsley, there is little Bobs Watson as "slugger," Barton MacLane as the ex-convict, Gladys George, as his wife and Shemp Howard, the man who hears and sees but never speaks. They all struggle valiantly to do something with the material. Get statements from local crime prevention officials on what to do for boys released from reform school. The title is good for tieups with automobile dealers, gasoline stations, etc. Wisecracks from the Dead End Kids should be all over the front and lobby.

Catchline: "They sold a 'right' guy down the river to a rat."

San Antonio Rose

(Hollywood Preview)

Universal **Musical** **63 mins.**

(Prod. No. not set—Nat'l Release, June 20)

AUDIENCE SLANT: (Family) Merry Macs' harmonizing and one good low comedy interlude by Shemp Howard only highlights.

BOX OFFICE SLANT: If the Merry Macs quartette has built up a draw via radio they may pull jitterbugs—which problematical factor is only hope for draw.

Cast: Jane Frazee, Robert Paige, Eve Arden, Lon Chaney, Jr., Shemp Howard, Mary Lou Cook; Joe, Ted and Judd McMichael, Richard Lane, Louis DaPron, Charles Lang, Roy Harris, Peter Sullivan, Richard Davies, Luis Alberni, Matt McHugh, Jason Robards, Charles Irwin, Frank O'Connor, Frank Mitchell, Buster Lorenzo, Hal K. Dawson, others. **Credits:** Directed by Charles Lamont. Associate Producer, Ken Goldsmith. Screenplay by Hugh Wedlock, Jr., Howard Snyder and Paul Gerard Smith from an original by Jack Lait, Jr. Director of photography, Stanley Cortez. Songs by Ted McMichael, Jack Owens, Leo Kallion, Bob Wills, Don Raye, Gene de Paul, Henry Russell, Jack Brooks and Norman Berens.

Plot: Jane Frazee and Eve Arden, stranded chorus girls and a barnstorming band led by Robert Paige find themselves in possession of a roadhouse, where Lon Chaney, Jr., and Shemp Howard, gangsters, have been hired to close it by a rival cafe owner. They win out, with romance hinted for Jane and Robert Paige.

Comment: Unless the exhibitor has an

(*Continued on Page* 19)

Coming from 20th Century-Fox!

"BELLE STARR"

THE BANDIT QUEEN

20th CENTURY FOX

IN TECHNICOLOR

Advance Dope

NINE LIVES ARE NOT ENOUGH (WB) **Drama.** Rel. not set. **Principals:** Ronald Reagan, James Gleason, Joan Perry, Ed Brophy. **Plot:** A reporter, demoted because his scoop turned out to be a libel suit, turns detective. He makes friends with the daughter of the man who was supposed to be a suicide and together they prove his murder and turn in the guilty man. **Director,** Eddie Sutherland.

MOB TOWN (Univ.) **Drama.** Rel. not set. **Principals:** Billy Halop, Huntz Hall, Gabriel Dell, Bernard Punsly, Dick Foran, Anne Gwynne. **Plot:** Dick Foran, a sergeant, believes that the way to cure civic plague spots is to have a "Big Brother" idea between law officers and "tough" kids. This doesn't work out so well until he helps one of the kids out of a tough situation. After that things look brighter for his scheme. **Director,** William Nigh.

DOWN IN SAN DIEGO (MGM) **Drama.** Rel. not set. **Principals:** Bonita Granville, Dan Dailey, Jr., Ray McDonald, Leo Gorcey. **Plot:** Dan Dailey is framed and made to believe he killed a man in order to force him to join a spy ring. Told to steal one of Uncle Sam's new mosquito boats, he learns the truth in time to help the Marine Corps round up the gang and throw them in jail. **Director,** Robert Sinclair.

RADIO REVELS OF 1942 (Univ.) **Musical.** Rel. not set. **Principals:** Ken Murray, Frances Langford, Don Wilson, Skinnay Ennis' Band. **Plot:** A released draftee in the radio business, becomes a nuisance and busybody when he tries to help the wife of a pal. It's the twin sister he gets mixed up with and plenty happens, including a bad singing audition, before the girl realizes what it's all about. **Director,** Harold Young.

MAN FROM MONTANA (Univ.) **Western.** Rel. not set. **Principals:** Johnny Mack Brown, Fuzzy Knight, Nell O'Day, Jeanna Kelly, Butch & Buddy. **Plot:** Johnny Mack Brown is in an extremely difficult position when he is forced to uphold the legal rights of the wagon train of homesteaders against the father of the girl he loves. After plenty of gun-fire, everything ends well when the cattlemen decide to let the homesteaders into the valley. **Director,** Ray Taylor.

MYSTERY SHIP (Col.) **Drama.** Rel. not set. **Principals:** Paul Kelly, Lola Lane, Larry Parks, Trevor Bardette, Cy Kendall. **Plot:** A G-Man has to leave his fiancee at the altar while he goes off on a dangerous mission that requires him to depart on a ship under sealed orders. She, a newshawk, senses a big story in the emergency call, trails him and is on board to help when he's in need. **Director:** Lew Landers.

MEXICAN SPITFIRE'S BABY (RKO) **Comedy.** (1941-42) Rel. not set. **Principals:** Lupe Velez, Leon Errol, Charles "Buddy" Rogers, Elisabeth Risdon, Fritz Feld. **Plot:** Complications arise when a well meaning relative attempts to import a war orphan into the home of a newly married couple in order to bring them closer together, and the "orphan" turns out to be a beautiful young French girl. As a result of the girl's arrival, three homes are almost wrecked, but a duel straightens everything out. **Director:** Leslie Goodwins.

WILD GEESE CALLING (Fox) **Drama.** (1941-42) Rel. not set. **Principals:** Henry Fonda, Joan Bennett, Warren William, Ona Munson, Barton MacLane. **Plot:** A young and carefree lumberjack, in whom the wanderlust runs deep and strong, marries a dancer in a tough waterfront saloon. Jealousy of her past almost wrecks their marriage, but their baby arrives in time to keep him from the call of new places and makes him forget his jealousy. **Director:** John Brahm.

THE DEADLY GAME (Mono.) **Drama.** Rel. not set. **Principals:** Charles Farrell, John Miljan, J. Arthur Young, June Lang. **Plot:** Too late, the F.B.I. decode a message from German headquarters ordering the capture of a scientist who is working on the invention of a night air-raid detector. One of the F.B.I. men joins the spy ring, under an assumed name, and thus brings about the release of the scientist and the capture of the spies. **Director:** Phil Rosen.

RINGSIDE MAISIE (MGM) **Drama.** Rel. not set. **Principals:** Ann Sothern, George Murphy, Robert Sterling, Florence Bates, Virginia O'Brien, Maxie Rosenbloom. **Plot:** While seeking a job, Ann Sothern meets a young fighter who offers her the position of companion to his invalid mother. His manager resents her, thinking her a gold-digger, but manages to fall in love with her just the same. He and she plan their life together after he helps the fighter in his hour of need. **Director:** Edwin L. Marin.

MARY NAMES THE DAY (MGM) **Drama.** Rel. not set. **Principals:** Lionel Barrymore, Lew Ayres, Laraine Day, Red Skelton, Walter Kingsford. **Plot:** The day for the wedding has been set and all plans are made when Laraine Day is killed by a truck. This upsets Lew Ayres so much that he decides to abandon his medical career, until Lionel Barrymore finds a way to make him return to the hospital. **Director,** Harold S. Bucquet.

HONKY TONK (MGM) **Drama.** Rel. not set. **Principals:** Clark Gable, Lana Turner, Claire Trevor, Marjorie Main, Frank Morgan, Albert Dekker, Rags Ragland. **Plot:** Clark Gable, "con" man without equal, finds a community where he can settle down and "throw other people out," but his plans go awry when he falls in love and marries, and his wife tries to change him. **Director,** Jack Conway.

LIFE BEGINS FOR ANDY HARDY (MGM) **Drama.** Rel. not set. **Principals:** Lewis Stone, Mickey Rooney, Judy Garland, Fay Holden, Ann Rutherford, Sara Haden. **Plot:** Before deciding on a college career, Mickey Rooney gets permission to spend a month in New York, on his own. There, without his knowledge, Judy Garland keeps the family informed as to his activities, and it is because of her that the Judge arrives in time to help Mickey out of a troublesome situation. **Director,** George B. Seitz.

LAW OF THE TROPICS (WB) **Drama.** Rel. not set. **Principals:** Jeffrey Lynn, Constance Bennett, Mona Maris, Regis Toomey, Roland Drew. **Plot:** A young American working on a rubber plantation in South America marries a resort singer when his fiancee rejects him. They find happiness together until the law catches up with her for a murder in the states. But he sticks by her and they go back together so that he can do everything possible to help. **Director,** Ray Enright.

Money Dates

JULY

28th

FIRST WORLD WAR BEGAN, 1914. With the world in the throes of another World War, this date takes on added significance this year. Tie it up with any picture having a background of this or the last War.

30th

FIRST LEGISLATIVE ASSEMBLY at Jamestown, Virginia, 1619. The significance of this event in a world where Democracy is rapidly disappearing should not be lost sight of. It can be observed by running an essay contest on the significance of the freedom of legislatures.

31st

LAFAYETTE COMMISSIONED A GENERAL, 1777. So many cities and towns have a Lafayette Street or Avenue, that the occasion can be celebrated in a fitting manner by a parade along the thoroughfare so named.

AUGUST

1st

COLORADO JOINED THE UNION, 1876. The Silver State observes Admission Day with considerable ceremony and all the theatres in the state should participate in the observances.



KEEP YOUR EYE ON

DANA ANDREWS

Shines in "Belle Starr"—wins stardom in "Swamp Water"!

One of the fresh new 20th Century-Fox star personalities!

The Box Office Slant (STR)

San Antonio Rose

(Continued from Page 17)

assured audience of jitterbuggers who will rush to see the Merry Macs, this is an unimportant lower bracket feature for second half of a dual. In the course of its running time of 63 minutes, the Merry Macs sing six songs, there are three additional songs and two dances by Louis da Pron. Whatever time is left, was given to one good low comedy scene by Shemp Howard and as much of a plot as could be worked in. Dance and record house younger fans who will rate the Merry Macs high offer the exploitation lead.

Catchline: See as well as hear those popular radio harmonizers—The Merry Macs.

Two In A Taxi

(Hollywood Preview)

Columbia **Comedy-Drama** **62 mins.**

(Prod. No. not set—Nat'l Release July 10)

AUDIENCE SLANT: (Adult) Will provide an hour of entertainment for most patrons.

BOX OFFICE SLANT: A good supporting feature for subsequent runs.

Cast: Anita Louise, Russell Hayden, Noah Beery, Jr., Dick Purcell, Chick Chandler, Fay Helm, George Cleveland, Frank Yaconelli, Ben Taggart, Paul Porcasi, Henry Brandon, John Harman, Ralph Peters, James Seay. **Credits:** Directed by Robert Florey. Original Screenplay by Howard J. Green, Morton Thompson, Malvin Wald. Director of photography, George Meehan. Produced by Irving Briskin.

Plot: Russell Hayden, taxi driver, is anxious to succeed so that he can marry Anita Louise. He finds an opportunity to buy a gas station, but doesn't have the money. He works hard to earn it but a tempting offer almost decides him to take a chance driving a crook's car. But instead his car is commandeered by police and he wins a reward, the gas station and the girl.

Comment: If theatres must run double bills, producers will continue to make this type of picture for the lower half. In this case, it will fit in nicely in the subsequent runs. A well made little epic that is a little better than the usual low budget film satisfactory for the spot for which it was made. Will provide an hour of entertainment for any audience. Most of its success is due to the swell trouping of Russell Hayden (remembered for his "Lucky" role in the Hopalong Cassidy series), who swaps his horse for a taxi and rides his way to a nice performance. Other good jobs are turned in by Anita Louise and Noah Beery, Jr. Direction and production are both okay. You have a natural tieup with taxi and gasoline station operators in your community.

Comment: "A sock in the jaw saved his life."

I Was a Prisoner on Devil's Island

(Hollywood Preview)

Columbia **Drama** **70 mins.**

(Prod. No. not set—Nat'l Release, June 30)

AUDIENCE SLANT: (Adult) Okay for the melodramatic addicts.

BOX OFFICE SLANT: Supporting fare for the subsequent runs.

Cast: Sally Eilers, Donald Woods, Eduardo Ciannelli, Victor Kilian, Charles Halton, Dick Curtis, John Tyrrell, Eddie Laughton, Edmund Cobb, Robert Warwick. **Credits:** Directed by Lew Landers. Screenplay by Karl Brown. Story by Osso & Edgar Van Eyss. Director of photography, John Stumar. Produced by Wallace MacDonald.

Plot: A young American gets into trouble the moment he lands at a tiny French port close to Devil's Island. He falls in love with the wife of a corrupt doctor, also on his way to the island. He and the woman he loves clean up the bad situations, which include graft and corruption.

Comment: Following the familiar pattern of melodramas, this one is no better or worse than the average low budget program feature, suitable for the supporting position on duals in the subsequent runs. The picture is as overlong as its title and that also goes for some of the "talky" dialogue. On the credit side are the performances and the direction, but they never manage to overcome the material, which is of the pulp magazine variety. Production is all that can be expected. The drug, Antipyridine, figures prominently in the story, so get a display of this and other vital drugs placed in your lobby. Essay contest on "Devil's Island" could be arranged with your local newspaper, in advance of opening date.

Catchline: "Life in a living hell."

Puddin' Head

Republic **Music-Comedy** **80 mins.**

(Prod. No. 3—Nat'l Release, June 25)

AUDIENCE SLANT: (Family) There are lots of laughs, some catchy songs, in this newest Canova starrer. Like its predecessors, it should score with the masses.

BOX OFFICE SLANT: Both "Scatterbrain" and "Sis Hopkins" have set box office records wherever showmen accorded them good campaigns. This one, under the same conditions, should do likewise.

Cast: Judy Canova, Francis Lederer, Raymond Walburn, "Slim" Summerville, Astrid Allwyn, Eddie Foy, Jr., Alma Kruger, Hugh O'Connell, "Chick" Chandler, Paul Harvey, Nora Lane, Gerald Oliver Smith, Wendell Niles, Vince Barnett, The Sportsmen. **Credits:** Associate Producer, Albert J. Cohen. Directed by Joseph Santley. Screenplay by Jack Townley and Milt Gross. Original story by Jack Townley. Additional dialogue by Howard Snyder and Hugh Wedlock, Jr. Director of photography, Jack Marta. Art direction, John Victor Mackay. Musical direction, Cy Feuer. Orchestrations, Walter Scharf.

Plot: Learning the land on which their radio station is built extends onto property owned by Summerville and his niece, Judy Canova, the owners attempt to buy it, succeed only in getting Judy and her uncle to the big city where they settle down on the property in rural fashion. Every means is exerted to get them off, with no results. When Judy sings over the radio, she is acclaimed a hit, forgives those who tried to fleece her, gives them the land outright.

Comment: Chalk up another success in the Republic-Judy Canova series, for "Puddin' Head" is as lively, infectiously funny and downright entertaining as its predecessors and seems certain to repeat their remarkable records at the box office. Besides Judy herself, the film is peopled with a number of other good comedians—namely, Raymond Walburn, "Slim" Summerville, Eddie Foy, Jr., Hugh O'Connell and "Chick" Chandler—who add to the uproariousness of many situations. Catchiest of the songs are Puddin' Head, You're Telling I and Hey, Junior. All in all, this is a picture that should delight not only audiences but showmen as well. For selling suggestions, see Showmanalysis in this issue.

Catchline: "America's Hill-Billy Queen Makes Hey-Hey in the Big City."

Murphy Cited Again by MGM for Campaign on 'Land of Liberty'

David Murphy, State Theatre, Altoona, Pa., has been cited a second time by MGM for an outstanding exploitation campaign and Joe Rosenfeld, Modjeska, Milwaukee, Wis., has been awarded an Honor Roll Button by the company for his promotion of "Andy Hardy's Private Secretary." Murphy's new campaign is that for "Land of Liberty." His first award was for "Flight Command."

Complete cooperation of all local social, civic, patriotic, religious and educational groups highlighted Murphy's "Land of Liberty" campaign.

A "Most Beautiful Secretary" contest featured Rosenfeld's campaign for "Andy Hardy's Private Secretary." Patrons voted after entrants' photos were placed on display in the lobby and prizes, promoted in tieups with local shops, were awarded winners.

'Bride Came C.O.D.' to Receive National Plugs by Woman's Mag.

"The Bride Came C. O. D." will receive extensive ballyhoo from the *Ladies Home Journal* advertising department in connection with the publication of Bette's biography in that national magazine.

The publishers will place 10,000 banners on trucks, distribute window posters, cover reprints and extra copies of the issue, all ballyhooing the film.

Extra copies will be supplied salesmen for complete field distribution.

Poses as 'Private Secretary'

A local girl posed as "Andy Hardy's Private Secretary," with guest tickets to those identifying her on Oklahoma streets, as part of the campaign for that film put over by Chester Llewellyn, Criterion.



Short Subject Reviews

Haiti, Land of Dark Majesty *(Good)*

MGM (T-222) FitzPatrick Traveltalk No. 12 9 mins.

Historic landmarks of Haiti are revealed in the interesting Technicolor reel. Producer-Narrator James A. FitzPatrick explains the background of many of the island's famous sites, thus affording the spectator a complete understanding of the particular subject being viewed. While the reel is not outstanding in any way, it compares favorably with other travel-talks and should fit nicely into any program.

Dance of the Weed *(Fair)*

MGM (W-248) Cartoon No. 8 9 mins.

A weed pulls himself out of the ground, discovers the violets shrink from him, the water lilies sink as he passes by. But a flower girl smiles at him, and eventually he has the opportunity to rescue her from a three-headed dragon. Romance is the result. The cartoon is what might aptly be termed "cute," but there have been others of this type in the past, so that in the present instance the "edge" is taken off. Rudolf Ising produced the Technicolor subject.

Cuban Rhythm *(Excellent)*

MGM (S-269) Pete Smith Specialty No. 9 9 mins.

Featuring Arthur Murray dancers Pollard and Alvarez, this subject gives the lowdown on current "Cuban rhythms," such as the rhumba, conga, etc. The right and wrong methods of performing the steps are clearly shown, and Pete Smith's inimitable explanations, plus the pulsating rhythms, make this a subject that will set many feet to tapping, inspire many a patron to jump out in the aisle and prove he has mastered the dances. Will Jason directed. Dancing school and phonograph record shop tieups are recommended as the chief exploitation factors.

Aquaplay *(Very Good)*

Col. (2808) World of Sports No. 8 10 mins.

Despite the fact that the subject matter in this reel has already been pretty thoroughly covered in previous releases, it is still exciting and interesting. All forms of aquaplaning, culminating in an outboard race between Gerald Emery and Malcolm Pope, are shown. Bill stern's narration is, on the whole, satisfactory; but some of his attempts at humor are not too successful. Arrange tieups with sporting good shops and with the sporting goods sections of department stores.

The Battle! *(Timely and Interesting)*

MGM (M-235) Miniature No. 5 11 mins.

Here is a thrilling, factual account of the United States fleet in battle against a mythical enemy. So realistic are the maneuvers that one has the impression of watching an actual battle take place. The responsibility of every ship and of the fleet air arm are revealed, every move coinciding with a pre-arranged order that is mathematically precise. Carey Wilson (*STR, June 7, p. 36*) handles the narration in his usual competent manner. With freedom of the seas now a current issue, with the strength of the U. S. Navy now a point of discussion, the subject is indeed timely and should be booked and played as soon as possible.

Memories of Europe *(Excellent)*

MGM (M-236) Miniature No. 6 8 mins.

Because of its subject matter, this collection of pre-World War II traveltalk scenes of Europe has been logically taken out of the "travel-talk" classification and released as an MGM Miniature. Turning back the pages of memory, James A. FitzPatrick shows first the International Exposition in Paris in 1937, when the official flags of 45 nations waved side by side in a spirit of international goodwill. Another scene shows the tulip fields of Holland, while in Denmark people are cultivating tiny gardens in a country atmosphere. One sees next the League of Nations building at Geneva, Switzerland, the subject ending with the gaiety of what was once Czechoslovakia. Here is a subject that has special significance, that makes the spectator feel a sense of regret and shame that what was supposed to have been a civilized world is fast receding to barbarism. It is a vivid, vital document that should be seen by everyone, probably will *never* be seen by those who *should* see it. It has been photographed in Technicolor. Tie up with the newspaper, as well as civic and patriotic organizations.

I'll Never Heil Again *(Satiric Slapstick)*

Col. (2408) Stooges No. 8 18 mins.

Having scored successfully with "You Nazty Spy," the Stooges are once more at the game of satirizing certain world-famous characters. Moe portrays the *most* famous with a toothbrush mustache, while Curly, as Gen. Herring, air marshal, and Larry, as the minister of propaganda, portray the others. It's all slapstick that at times is bitingly sarcastic; but it's funny and should be howlingly accepted by most audiences Jules White produced and directed.

Stars—Past and Present *(Nostalgic)*

Rep. (28-8) Meet the Stars No. 8 10 mins.

The highlight of this subject is the unveiling of a plaque and dedication of Republic's new sound stage to the memory of Mabel Normand. Old-timers will experience a feeling of nostalgia as they get glimpses of Mack Sennett, Louise Fazenda, Charley Murray, Eddie Gribbon, Dorothy Davenport Reid, Mae Busch, Richard Bennett, William Farnum, Charles Ray, Chester Conklin, Jack Mulhall, Walter McGrail and Wheeler Oakman; long for "the good old days" as they see once again the beloved Mabel in scenes from one of her former triumphs. Other items in the reel concern a swimming pool party in which Brenda Joyce and husband Owen Ward, newlyweds Alan Curtis and Ilona Massey, and Jane Russell and Jack Buetel frolic; a novel outdoor bowling game in which Cesar Romero and Patricia Morison participate, and a display of emeralds modeled by Mary Martin. All in all, the subject is entertaining. Harriet Parsons is the narrator. In your exploitation, a letter-writing contest might be sponsored for adults only in which they tell what they liked best about "The Movies of Yesterday." Tieups with sporting goods stores and jewelry shops should be effected.

This Is the Bowery *(Excellent)*

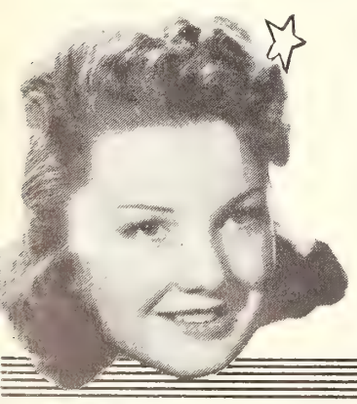
MGM (K-286) Passing Parade No. 6 10 mins.

Going documentary, John Nesbitt takes his audience to the Bowery, that section of lower New York frequented by broken men with broken hearts, showing how these tragic derelicts are aided by the Bowery Mission in making a come-back. Their plight forms a miniature drama in itself, fraught with strong heart appeal. Gunther Fritsch directed from an original screenplay by Herbert Morgan. A good angle for your exploitation campaign would be to invite a number of local "bums" to dinner at a swank restaurant, later to a party at your theatre.

Hoola Boola *(Novel)*

Para. (UO-3) Madcap Models No. 3 9 mins.

Adventures of Jim Dandy on a desert isle, where little black men prepare him to become the principal dish at a ceremonial banquet—a celebration which doesn't happen because a native beauty who can dance like nobody's business scares thoughts of a banquet out of them with a fire dance. It's a very eye-taking job of color, scenic design and puppet manipulation, and it will please the more sophisticated, but is a bit on the arty side, perhaps, for general audiences. Play up the unusual technique used by George Pal in using stringless puppets.



KEEP YOUR EYE ON

ANNE BAXTER

She charms in "Charley's Aunt"—
A full-fledged star in "Swamp Water"!

One of the fresh new 20th Century-Fox star personalities!

Fighter Pilot *(Timely and Interesting)*

Col. (2979) Cinescope No. 9 7 mins.

Produced in England through the cooperation of the Ministry of Information, this subject shows the R.A.F. squadrons in actual combat. But more than that, it imparts the indomitable spirit that is their ally, reveals their tense feelings when in the air and in contact with enemy planes. Some may term the subject propaganda, but in spite of that it should be seen by those who have little knowledge of the pluck and courage of these youthful fighters. Inasmuch as the R.A.F. is prominently displayed in the news these days, headlines should feature a special lobby display board plugging the subject.

Tom Thumb's Brother *(Cute)*

Col. (2509) Color Rhapsody No. 9 7 mins.

Although Tom Thumb is pretty small himself, his brother Pee Wee is so small his mother has to use a magnifying glass to find him. When Tom is cornered by a cat, Pee Wee frightens the feline away, proving that what he lacks in quantity he makes up in quality. Most adults will call this Technicolor cartoon "cute," and kiddies will enjoy every minute of it.

Popular Science *(Up to Standard)*

Para. (JO-6) Popular Science No. 6 11 mins.

Four good feature items and a stereotyped comedy interlude dealing with Professor Oakes wackey inventions, make this a good number of its type—one which measures up to the best standard of the series. Generally interesting are the scenes of the remarkable model building of Frank Lloyd Wright, at Racine, in which new ideas of design make the most of glass and other new structural materials. Information about the culture of mushrooms is also interesting, while the item about snake venom has a certain amount of excitement—due to the handling of reptiles by an expert—as well as information for most people (those on the squeamish side may gasp a bit over the "milking" of the snakes for the venomous liquid used in medicine and surgery); a new method of making a dress form for fashioning milady's frocks to a perfect fit completes the reel.

Lasso Wizards *(Good Action Stuff)*

Para. (RO-11) Sportlight No. 11 10 mins.

An especially good subject, because it's filled with the same western flavor which is so widely popular and shows a variety of swell exponents of the deft art of twirling a rope. Two boy wonders, seen as featured acts in rodeos around the country, do a good act, and other famous rope throwers are Chet Byers and the current world champion, Sam Garrett. Fast riding fills in spots when there is not equally lively action from the ropes. Play up the names of Byers and Barrett as well as Donald and Gene McLaughlin—the boy ropers. Put on a rope-twirling contest for youngsters, either in public park or at theatre.

. . NEWSREEL SYNOPSES . .

(Released Wednesday, June 25)

PARAMOUNT (No. 86)—Navy honors heroes of ill-fated submarine O-9; Biggest convoy reaches Britain intact; Russia's army puzzle; American reactions to German-Russian war; Newest unbalancing of power alignment.

MOVIETONE (Vol. 23, No. 83)—Nazi Germany goes to war against Soviet Russia; Signing of non-aggression pact in 1939; Red Army shares spoils of conquered Poland; Russia girds army to meet German onslaught; Soviet Ambassador Constantin Oumansky makes statement in Washington; Sumner Welles announces U. S. policy; Navy honors heroes of ill-fated submarine O-9; Capt. James Roosevelt arrives in U. S.; Champion girl typist; Biggest convoy reaches Britain intact; British tank maneuvers; Whirlaway wins Dwyer Stakes; Water skiing at Cypress Gardens, Fla.

NEWS OF THE DAY (Vol. 12, No. 281)—Hitler wars on Stalin; Nation honors heroes of sunken submarine O-9; Capt. James Roosevelt back in New York; U. S. Army tries spider camouflage in California; Champion girl typist; National Collegiate track meet at Palo Alto, Calif.; Whirlaway wins Dwyer Stakes (New York only).

PATHE (Vol. 12, No. 86)—Navy honors heroes of ill-fated submarine O-9; U. S. policy on Russian-German war; Biggest convoy reaches England intact; British capture Axis prisoners in Libya; British tank maneuvers; Champion girl typist; Army tests spider trap defense in California; Employes sign Ford UAW work pact; National Collegiate track meet at Palo Alto, Calif.

UNIVERSAL (Vol. 13, No. 991)—Germans invade Russia; Ambassador Oumansky presents his country's views; Sumner Welles announces U. S. policy; Submarine victims honored; Biggest convoy reaches England; British tank maneuvers; Army tests spider trap defense in California; Water skiing at Cypress Gardens, Fla.

(Released Saturday, June 28)

PARAMOUNT (No. 87)—Recruit volunteers for air raid duty in N. Y.; Children's air raid drill in Brooklyn; Martin bomber factory employes fingerprinted; Marshal Petain inspects remnant of once great air force; U. S. troops sail for maneuvers; Picked soldiers honored for excellence at Aberdeen, Md.; West Coast artillerymen practice with parachutes as targets; Large family buys Defense Stamps; 1941 Poughkeepsie Regatta.

MOVIETONE (Vol. 23, No. 84)—U. S. aid to Britain; U. S. troops sail for maneuvers; Large family buys Defense Stamps; Oregon lighthouse keeper gets relief; Eddie Rickenbacker out of hospital; Queen Elizabeth studies rationing; Prince Paul of Greece inspects fleet now with Allies; King Peter of Yugoslavia en route to England; Planes fly over western mountains; Summer fashions; 1941 Poughkeepsie Regatta; Diving exhibition in California.

PATHE (Vol. 12, No. 87)—Children's air raid drill in Brooklyn; U. S. troops sail for maneuvers; LaGuardia starts aluminum drive; NYA youths learn shipbuilding; Large family buys Defense Stamps; Hong Kong celebrates King George's birthday; Hoover library opens at Stanford University; Eucharistic Congress opens in St. Paul; Army tests new amphibian autos; Diving exhibition in California; Inter-collegiate rodeo (Denver only).

NEWS OF THE DAY (Vol. 12, No. 282)—R.A.F. raids Nazi bases; Soviet Army war games; Eucharistic Congress opens at St. Paul; Eddie Rickenbacker leaves hospital; Large family buys Defense Stamps; West Coast artillerymen use parachutes as targets; Admiral Kimmel urges speed in bomber building (Los Angeles and San Francisco only); Pennsylvania governor tells youths of 21 they must register (Philadelphia and Pittsburgh only); Diving exhibition in California; 1941 Poughkeepsie Regatta.

UNIVERSAL (Vol. 13, No. 992)—LaGuardia starts aluminum drive; Large family buys Defense Stamps; Battle of Britain; Civilian Technical Corps; Bell aviation plant opens at Niagara Falls; Parachute defenses tried on West Coast; U. S. troops sail for maneuvers; Twin pandas born at Coast zoo; Girls learn jiu jitsu; Diving exhibition.

Twinkletoes—Where He Goes—Nobody Knows *(Routine)*

Para. (HO-10) Animated Antics No. 10 7 mins.

Twinkletoes is in the mail-carrying business, and receives a call to deliver a heavy package neatly wrapper by a horrific ghoul to "a friend." The bundle contains a time bomb, and the pigeon has a time of it flying the mail, returning to get the address he lost, and arriving in time to have the bomb demolish the ghoul's hovel. It is very routine cartoon comedy. There's a stock one-sheet for lobby display, and if you have some carrier pigeon fanciers in your locality, you might stage a race, or exhibit one in the lobby.

Kitty Gets the Bird *(Good)*

Col. (2756) Fable Cartoon No. 6 7 mins.

Both a cat and a mouse are after a baked turkey, but the cat, having been disciplined by the lady of the house, vows he will try no more. Unfortunately, however, in trying to keep the mouse from doing so, he is caught red-handed by his mistress, is thrown out of the house. Not an unusual cartoon by any means, this is humorous and entertaining and should be enjoyed by adults and children alike.

Fire Cheese *(Average)*

Para. (GO-6) Gabby Cartoons No. 6 7 mins.

The talkative yokel is here seen talking himself into a job of fire-fighting for which he is not quite geared to pull off. It has the advantage of color, but not much imagination and classes as an average cartoon pastime. Give it program and lobby billing.

Morning Cooking School Profitable

Charles Moorehead, city manager in Sheriden, Wyo., for Fox Inter-Mountain Circuit, recently spotted a cooking school in the Lotus Theatre for two mornings during non-show hours, netting an extra revenue at the box office. Moorehead tied in with the Northwest Utilities Company, the latter co-operating 100 per cent.

'Chain Telephone' Stunt Successful

A "chain telephone" stunt proved highly successful as part of the "Ziegfeld Girl" campaign put over by Irving Dubinsky, Missouri Theatre, St. Joseph, Mo. He had each member of his staff telephone ten friends about the picture, with these friends in turn calling still others.



KEEP YOUR EYE ON

JOHN SHEPPERD

He'll be hot after "Belle Starr"!
A discovery who's on the way!

One of the fresh new 20th Century-Fox star personalities!

Hollywood

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PROGRAM NOTES FROM THE STUDIOS

Loew-Lewin Select 'Mating Call'; Ruggles Guns New Film; Welles Prepares Another Surprise; 'Corsican' Date Set

Charlotte Henry replaces Cecilia Parker in Monogram's "Bowery Blitzkrieg," which also features Warren Hull, Leo Gorcey, Bobby Jordon, Huntz Hall and the East Side Kids. Story is an original by Al and Helen Martin.

Warner Bros. has signed Gene Lockhart and Moroni Olsen for character roles in "One Foot in Heaven," co-starring Frederic March and Martha Scott under the direction of Irving Rapper. Lockhart's last assignments were "The Sea Wolf" and "Meet John Doe." Olsen worked at the studio in "Three Sons O' Guns."

Gene Tierney and Lynn Bari have been set for the top feminine roles in "Hello, Frisco, Hello," which will go before the cameras at 20th Century-Fox shortly.

Loew-Lewin Productions have announced "The Mating Call" as their second picture for United Artists release. The producers are negotiating with Carole Lombard for the leading feminine spot. Filming is slated to start in August.

With a cast headed by Alan Baxter, Mary Carlisle and Jerome Cowan, Republic's "Rags to Riches" went before the cameras a few days ago with Joe Kane as producer-director.

Orson Welles will follow RKO's "Citizen Kane" with another surprise production as yet untitled, which he will star in, as well as write, produce and direct.

Production started Monday on Columbia's "You Belong to Me," co-starring Barbara Stanwyck and Henry Fonda, with Edgar Buchanan heading the supporting cast. Wesley Ruggles is producer-director.

Ann Gillis, who made one of her most successful appearances in Universal's "Nice Girl?", has been signed for an important role in "Glamour Boy," which will co-star Jackie Cooper and Susanna Foster at Paramount. Walter Abel and William Wright are the others set for parts so far.

Producer Edward Small has set July 15 as the starting date of "The Corsican Brothers," his next production for United Artists release. The picture will star Douglas Fairbanks, Jr., under the direction of Gregory Ratoff.

Jack Oakie wound up his role in Warner's "Navy Blues," and returned to his home lot, 20th Century-Fox, to start preparations for "Song and Dance Man."

Ben Blue is the newest addition to the cast of MGM's "Panama Hattie," starring Ann Sothern and George Murphy with Red Skelton and Jackie Horner. Norman McLeod directs for Producer Arthur Freed.

Sally Bond, Katherine Wilson and Margueritte Bacon, members of the original "Hellzapoppin" stage cast, arrive in Hollywood this week for their roles in the screen version, which will star Olsen and Johnson. Jules Levey's Mayfair Productions will produce the picture for Universal.

Hans Conried, well-known radio actor, has been added to the casts of RKO's "Unexpected Uncle" and "Weekend for Three."

Producer Harry Sherman wound up shooting on his current Hopalong Cassidy adventure, "Timber Wolves," starring William Boyd with Brad King, Andy Clyde and Eleanor Stewart. Lesley Selander directed.

Janet Blair, newly signed Columbia contract player who was the featured vocalist with the late Hal Kemp's orchestra, has been assigned one of the trio of top feminine roles in "Three Girls About Town," as her initial film effort.



Must Have Been Pretty Funny

Anyway, Producer-director Frank Lloyd, Carol Bruce, new feminine screen recruit from Broadway, and Dialogue Director Franklin Gray are getting a laugh on the set of Lloyd's new adventure film at Universal, "This Woman is Mine," in which Carol makes her movie debut.

Record-Breaking Scripting Activity at Warner Bros.

Coincident with the scheduling of thirteen features to be before the cameras on July 1, Jack L. Warner and Hal B. Wallis, production chiefs, have assigned 54 writers to the shaping of 38 screenplays, a new record at Warner Bros. studio for simultaneous scripting activity.

Vehicles in preparation include "Yankee Doodle Dandy" and "The Story of John Paul Jones," James Cagney starrers; two for Bette Davis, "The Gay Sisters" and "Quietly My Captain Waits"; three planned for Errol Flynn, "They Died With Their Boots On," "Captain Horatio Hornblower" and "The Constant Nymph"; and two on Ann Sheridan's schedule, "Kings Row" and "Young and Beautiful."

Carlson Tops 'Young Lady'

Richard Carlson has been signed by RKO for one of the major parts in Howard Benedict's next production, "Obliging Young Lady," joining a cast which includes Joan Carroll, Edmond O'Brien and Ruth Warrick. Carlson is currently supporting Bette Davis in Samuel Goldwyn's "The Little Foxes."

Coming from 20th Century-Fox!

STEWART EDWARD WHITE'S

"WILD GEESE CALLING"

20th CENTURY FOX

HOLLYWOOD STUDIO ROUND-UP

With ten more pictures rolling, the studios evidently plan on staying at peak production:

COLUMBIA

THREE GIRLS ABOUT TOWN—Principals: Joan Blondell, John Howard, Janet Blair. Director, Leigh Jason.

YOU BELONG TO ME—Principals: Barbara Stanwyck, Henry Fonda, Edgar Buchanan. Producer-Director, Wesley Ruggles.

METRO-GOLDWYN-MAYER

WHEN LADIES MEET—Principals: Joan Crawford, Robert Taylor, Greer Garson, Herbert Marshall. Director, Robert Z. Leonard.

PARAMOUNT

FLYING BLIND—Principals: Richard Arlen, Jean Parker, Marie Wilson. Director, Frank McDonald.

PRODUCERS

LONE RIDER GALLOPS TO GLORY—Principals: George Houston, Al St. John. Director, Sam Newfield.

REG'LAR FELLERS—Principals: Billy Lee, Carl "Alfalfa" Switzer, Janet Dempsey. Director, Arthur Dreyfuss.

REPUBLIC

RAGS TO RICHES—Principals: Alan Baxter, Mary Carlisle, Jerome Cowan. Producer-Director, Joseph Kane.

UNIVERSAL

THE AMERICANOS—Principals: Dick Foran, Leo Carrillo, Andy Devine. Director, William Nye.

BOMBAY CLIPPER—Principals: William Gargan, Irene Hervey. Director, John Rawlins.

Third for Bennett at 20th-Fox

Joan Bennett will appear opposite Tyrone Power in "Confirm or Deny," her third assignment at 20th Century-Fox in the past six months.

Ruggles Goes Serious

Charlie Ruggles' starring character role in "Parson of Panamint," Harry Sherman's deluxe production, has created a demand for Ruggles' service in serious roles.



Pick 'Em Up, Lay 'Em Down

That's what Dance Director Bob Alton is teaching lovely Rita Hayworth for Columbia's "You'll Never Get Rich." Rita co-stars with Fred Astaire in the filmusical.

"Gwangi," Spectacular Picture, Will Require Six Months to Make

RKO president, George J. Schaefer, has announced the filming of "Gwangi" as one of the great features on the studio's 1941-42 program. John Speaks and Willis O'Brien will be the co-producers of the spectacle, which will go before the cameras early in August and will require a shooting schedule of six months.

An all-star cast will bring "Gwangi" to the screen, Speaks and O'Brien already having launched a searching analysis of available "name" personalities to intensify the picture's possibilities.

Jerry Cady is working on the screenplay, the plot of which centers around the blood-chilling adventures of a group of cowboys exploring a grim mesa fastness where no man has ever lived before.

Pasternak Joins MGM

Joe Pasternak checks in at MGM upon completion of "Almost an Angel," current Deanna Durbin starrer at Universal. The pact is a straight three-year producer contract, without options. Announcement will be made shortly regarding his first assignment.

Ellison for 'Ice-Capades'

Immediately following completion of his featured role in "Charley's Aunt" at 20th Century-Fox, James Ellison will report to Republic for the romantic lead in "Ice-Capades," currently before the cameras under the direction of Joseph Santley.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Had a real "oldtimers" convention over at Republic last week with Manny Goldstein, Editor "Chick," and yours truly . . . and we sure went into the past in a big way. When we got as far back as the Sales Company, Manny called quits. Said he didn't want to tip off his real age.

And talking of "oldtimers," Norman Taurog will celebrate the 28th anniversary of his first directorial assignment next month . . . a Vitagraph Studio comedy with Larry Semon starred. Taurog is preparing a cavalcade of motion pictures made up from clips from all the pictures he has directed. We'd love to see it.

Ran into Sabu over at the Alexander Korda lot, and the kid was all pepped up about the fun he was having at the Goebel Lion Farm, working with the animals in preparation for Korda's next, "Jungle Book." Seems like his idea of a perfect afternoon is playing with a couple of lions, just to get acquainted with them.

The big noise about town is the possible elimination of double bills, which seems to have a better chance due to the consent decree . . . or are the boys really whistling in the dark again?

Here's a new angle in casting. Monogram has signed mother, son and daughter-in-law for leading roles in the same film, "Sis Boom Bah!", the trio being Grace Hayes, Peter Lind Hayes and Mary Healy. Too bad they couldn't ring in another generation . . . but then, we may be talking out of turn.

MGM has another sure-fire boxoffice hit in Clarence Brown's "They Met in Bombay," co-starring Clark Gable and Rosalind Russell, one of the best to come out of the Culver City plant since the highly successful "Boom Town."

Premiere Set for 'Orchids'

"Orchids to Charlie," the special film Elizabeth Arden is producing as a benefit for British children, will be premiered in Los Angeles in August. Starring Jinx Falkenburg, the film will be shown in England as well as throughout the United States. All proceeds will go toward British juvenile relief. The film, in Technicolor, was directed by Will Jason. Miss Arden acted as technical advisor.



KEEP YOUR EYE ON

CAROLE LANDIS

New triumphs for her in 1941-42 after "Moon Over Miami"!

One of the fresh new 20th Century-Fox star personalities!

Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
	Bat Whispers (My-D) — C. Morris-U. Merkel	86		Reissued
	Crooked Circle (C)F — Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
	Everything Is Rhythm (Mu) — Harry Roy & Band	60	7/22/39	Not Rev.
	Framed for Murder (D) — Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
	Hell's Angels (D) — Lyon-Harlow-Hall	100	1/10/40	Reissued
	Hell's Crossroads (D)A — Tom Keene-John Qualen		8/2/40	Reissued
	(Former title "Our Daily Bread")			
	Monster Walks (My-D) — Mischa Auer	60	7/6/40	Reissued
	Murder at the Baskervilles — Arthur Wontner		10/15/40	Not Rev.
	Scarface (D) — P. Muni-G. Raft-A. Dvorak	88		Reissued
	Sky Devils (C-D) — Spencer Tracy	88	9/1/40	Reissued
	Tumbleweeds (W) — William S. Hart	86	5/1/39	Reissued
	U-67 (D) — Alan Hale-Claude Allister	60	8/1/39	Reissued
	Vengeance of the Deep (D)F — Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A — Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1024	Before I Hang (H)F — Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1022	Five Little Peppers in Trouble (CD)F — Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1040	Glamour for Sale (D)A — Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A — Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F — Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
1039	Secret Seven (My)F — Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40

Current 1940-41

2212	Across the Sierras (W) — Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
	Adventure in Washington(D)F — Herbert Marshall-Virginia Bruce	84	5/30/41	b5/31/41
2006	Adam Had Four Sons (D)A — Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A — Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F — Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2037	Big Boss (D)A — Otto Kruger-Gloria Dickson	70	4/28/41	b5/3/41
2015	Blondie Goes Latin (CM)F — Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F — Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A — Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F — Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F — Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
2025	Ellery Queen's Penthouse Mystery (My)F — Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A — Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A — Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F — Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F — Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A — Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2034	Great Swindle (A)F — Jack Holt-Marjorie Reynolds	54	4/10/41	b4/12/41
2215	Hands Across the Rockies(W)F — Bill Elliott-Dub Taylor	60	6/19/41	b6/14/41
2013	Her First Beau (CD)F — Jane Withers-Jackie Cooper	76	5/8/41	b5/10/41
2021	Lone Wolf Keeps a Date (MyC)A — Warren William-Frances Robinson	64	11/23/40	b11/23/40
2022	Lone Wolf Takes a Chance (My)F — Warren William-June Storey	76	3/6/41	b4/12/41
2206	Medico of Painted Spring(W)F — Chas. Starrett-Terry Walker	59	6/26/41	b6/28/41
2027	Meet Boston Blackie (D)A — Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
2044	Missing Ten Days (D)F — Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
	(Reviewed as "Ten Days in Paris")			
2020	Naval Academy (D)F — Jimmy Lyden-Fred. Bartholomew	67	5/22/41	b5/24/41
2030	Nobody's Children (D)F — Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213	North From the Lone Star(W) — Bill Elliott-Dorothy Fay	58	3/31/41	a3/8/41
2205	Outlaws of the Panhandle (W) — Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2002	Penny Serenade (CD)F — Irene Dunne-Cary Grant	120	4/24/41	b4/19/41
2033	Phantom Submarine (D)F — Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W) — Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F — Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2214	Return of Daniel Boone (W) — Bill Elliott-Betty Miles		5/7/41	a4/26/41
	Richest Man in Town (D)F — Frank Craven-Edgar Buchanan	69	6/12/41	b6/14/41
2008	She Knew All the Answers (D)A — Franchot Tone-Joan Bennett	85	5/15/41	b5/24/41
2018	So You Won't Talk? (C)F — Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
	Sweetheart of the Campus (MD) — Ruby Keeler-Harriet Hilliard		6/26/41	a4/26/41
2011	They Dare Not Love (D)A — Martha Scott-George Brent	76	4/30/41	b5/3/41
2005	This Thing Called Love (C)A — Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F — Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
	Time Out for Rhythm (DM)F — Rudy Vallee-Rosemary Lane	74	6/20/41	b6/7/41
2036	Under Age (D)A — Nan Grey-Alan Baxter-Tom Neal	60	4/26/41	b4/26/41
	Voice In the Night (D) — Clive Brook-Diana Wynyard	83	5/20/41	b4/19/41
2202	West of Abilene (W)F — Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tucson (W) — Bill Elliott-Evelyn Young	59	12/31/40	b5/3/41

Coming 1940-41

	Blondie in Society (C) — Penny Singleton-Arthur Lake		7/17/41	a5/24/41
	Ellery Queen and the Perfect Crime (My) — Ralph Bellamy-Margaret Lindsay			a6/14/41
	I Was a Prisoner on Devil's Island (D)A — Sally Eilers-Donald Woods	70	6/30/41	b6/28/41
	Medico Rides (W) — Charles Starrett-Eileen O'Hearn		7/30/41	In Prod.
	Mr. Jordan Comes to Town (FA) — Robt. Montgomery-Rita Johnson			a5/24/41
	Mystery Ship (D) — Lola Lane-Paul Kelly			a6/28/41
	Officer and the Lady (D) — Rochelle Hudson-Bruce Bennett		7/24/41	a4/26/41
	Our Wife (C) — Ruth Hussey-Melvyn Douglas			a5/31/41
	Son of Davy Crockett (W) — Bill Elliott-Iris Meredith		7/15/41	a5/24/41
	Texas (PD) — William Holden-Glenn Ford			a5/31/41
	Tillie the Toiler (C) — Kay Harris-William Tracy			In Prod
	Two in a Taxi (C-D)A — Anita Louise-Russell Hayden	62	7/10/41	b6/28/41
	(Former title "One Way Street")			
	Two Latins From Manhattan(CM) — Jinx Falkenberg-Joan Woodbury			a5/31/41
	You'll Never Get Rich — Fred Astaire-Rita Hayworth			In Prod.

Coming 1941-42

	Blonde from Singapore — Florence Rice-Leif Erickson	In Prod.
	King of Dodge City (W) — Bill Elliott-Tex Ritter	In Prod.
	Ladies In Retirement — Ida Lupino-Louis Hayward	In Prod.
	Three Girls About Town — Joan Blondell, John Howard	In Prod.
	Woman of Desire — Loretta Young-Dean Jagger	In Prod.
	You Belong to Me — Barbara Stanwyck, Henry Fonda	In Prod.

MGM

Current 1939-40

48	Boom Town (D)A — Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40

Current 1940-41

126	Andy Hardy's Private Secretary (C)F — Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124	Bad Man (D)F — Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
139	Big Store (M-C)F — Marx Bros.-Virginia Grey	83	6/20/41	b6/21/41
137	Billy the Kid (Tech.) (D)F — Rob't Taylor-Maureen O'Sullivan	95	5/30/41	b5/31/41
110	Bittersweet (Tech.) (O)F — Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F — Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A — James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113	Comrade X (C)A — Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F — Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F — L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F — A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108	Escape (D)A — Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40

MGM

Current 1940-41 (Cont.)

		Mins.	Rel. Date	See Issue of
117	Flight Command (D)F — Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A — Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F — Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
138	Getaway (G)A — Robert Sterling-Van Heflin	89	6/13/41	b6/21/41
	Gone With the Wind (PD)F — Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F — Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A — Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F — Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
135	I'll Wait For You (D)F — Virginia Weidler-Robt. Sterling	75	5/16/41	b5/10/41
116	Keeping Company (D)F — John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F — Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F — Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
134	Love Crazy (F)A — Wm. Powell-Myrna Loy-Fay Bainter	99	5/23/41	b5/17/41
118	Maisie Was A Lady (C)A — Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
132	Men of Boys Town (D)F — Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
129	Penalty, The (G)A — Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
133	People vs. Dr. Kildare (D)F — Lew Ayres-Lionel Barrymore	77	5/2/41	b5/10/41
119	Philadelphia Story (FC)A — Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A — Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F — Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F — Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
140	They Met in Bombay (D)A — Clark Gable-Rosalind Russell	92	6/27/41	b6/28/41
107	Third Finger,Left Hand (C)A — Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F — Laraine Day-Robert Young	90	2/14/41	b2/15/41
131	Washington Melodrama(My)A — Frank Morgan-Ann Rutherford	80	4/18/41	b4/19/41
121	Wild Man of Borneo (C)F — Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
136	Woman's Face (D)A — Joan Crawford-Melvyn Douglas	106	5/9/41	b5/10/41
102	Wyoming (CD)A — Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40
130	Ziegfeld Girl (MD) — Stewart-Garland-Lamarr-Martin	131	4/25/41	b4/19/41

Coming

	Barnacle Bill (CD) — Wallace Beery-Virginia Weidler		7/4/41	a5/10/41
	Blossoms in the Dust (D)F — Greer Garson-Walter Pidgeon(Tech.)	98	8/15/41	b6/28/41
	Chocolate Soldier (M) — Nelson Eddy-Rise Stevens			In Prod.
	Down in San Diego — Dan Dailey, Jr.-Bonita Granville			In Prod.
	Dr. Jekyll and Mr. Hyde (D) — Spencer Tracy-Ingrid Bergman			a3/29/41
	Honky-Tonk (D) — Clark Gable-Lana Turner			a6/28/41
	Lady Be Good (Mu) — Eleanor Powell-Ann Sothern			a3/22/41
	Life Begins for Andy Hardy(D) — Mickey Rooney-Judy Garland		8/1/41	a6/28/41
	Married Bachelors — Ruth Hussey-Rob't Young			In Prod.
	Mary Names the Day (D) — Lew Ayres-Lionel Barrymore		8/8/41	a6/28/41
	Navy, Blue and Gold (D) — James Stewart-Florence Rice	94	7/11/41	Reissue
	Ringside Maisie (D) — Ann Sothern-George Murphy		7/25/41	a6/28/41
	Smilin' Through (Tech.) — Jeannette MacDonald-Ian Hunter			In Prod.
	Stars Look Down (D) — Margt. Lockwood-Michael Redgrave	140	7/18/41	b3/16/40
	Yearling, The (Tech.) — Spencer Tracy-Anne Revere			In Prod.
	Untitled Greta Garbo — Garbo-Melvyn Douglas			In Prod.
	When Ladies Meet — Joan Crawford-Rob't Taylor		8/29/41	In Prod.
	Whistling in the Dark — Skelton-Rutherford		8/22/41	In Prod.

MONOGRAM

Current 1939-40

	Queen of the Yukon (D)F — Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Up in the Air (My-D)F — Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F — Ben Lyon	60	9/2/40	b9/7/40

Current 1940-41

	Ape, The (D)F — Boris Karloff	62	9/30/40	b10/26/40
	Chamber of Horrors (D)A — Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)A — Leslie Banks-Wilfred Lawson	65	1/15/41	b5/17/41
	Drums of the Desert (D)F — Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F — East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Gang's All Here (G) — Frankie Darro-Mantan Moreland		6/11/41	a5/17/41
	Her First Romance (C-D)F — Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	House of Mystery (H)A — Kenneth Kent-Judy Kelly	62	5/7/41	b5/31/41
	Invisible Ghost (H)A — Bela Lugosi-Polly Ann Young	64	4/25/41	b4/19/41
	Kid's Last Ride (W) — John King-Ray Corrigan		2/10/41	a1/11/41
	(Former title "Prairie Schooldays")			
	King of Zombies (H)A — John Archer-Mantan Moreland	67	5/14/41	b5/17/41
	Ol' Swimmin' Hole F — Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T) — Adventure film		7/29/40	Not Rev
	Outsider (D)F — Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F — Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pioneers, The (W)F — Tex Ritter-Slim Andrews	61	5/10/41	b5/3/41
	Pride of the Bowery F — Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F — Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Redhead (D)A — June Lang, Johnny Downs	64	5/21/41	b5/17/41
	Ridin' the Cherokee Trail (W)F — Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Roar of the Press (My)F — Jean Parker-Wallace Ford	72	4/30/41	b4/26/41
	Rollin' Home to Texas (W)F — Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)F — Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
	Silver Stallion (D) — David Sharpe-Leroy Mason-Thunder		5/28/41	a5/10/41
	Take Me Back to Oklahoma (W)F — Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F — Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F — Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F — Corrigan-King-Terhune	55	1/5/41	b3/8/41
	Tumbledown Ranch in Arizona (W)F — Range Busters	60	4/20/41	b5/3/41
	Wanderers of the Desert (W) — Tom Keene-Betty Miles		6/25/41	a6/14/41
	West of Pinto Basin (W)F — Corrigan-King-Terhune	56	11/14/40	b12/7/40
	Wrangler's Roost (W) — Range Busters		6/4/41	a5/17/41
	You're Out of Luck (D)F — Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	Bowery Blitzkrieg — Gorcy-Jordan-Hall	In Prod.
	City Limits (D) — Frank Albertson-Jed Prouty	7/12/41 a6/14/41
	Deadly Game (D) — Chas. Farrell-June Lang	a6/28/41
	Fugitive Valley (W) — Corrigan-King-Terhune	7/30/41 In Prod.
	Murder By Invitation (My) — Wallace Ford-Marian Marsh	6/30/41 a6/7/41
	Rough Riders (W) — Buck Jones-Tim M'Coy	a6/21/41

PARAMOUNT

Current 1939-40

3946	North West Mounted Police (D)F — Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40

Current 1940-41

4009	Arise, My Love (CD)A — Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4053	Border Vigilantes (W)F — Bill Boyd-Russell Hayden	60	4/18/41	b4/5/41
4005	Cherokee Strip (W)F — Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F — Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)F — Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F — Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)F — Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)A — Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4028	I Wanted Wings (D)F — Brian Donlevy-Ray Milland	130	5/30/41	b3/29/41
4016	Life With Henry (C)F — Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4022	Lady Eve (D)F — Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)F — Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)F — Jack Benny-Fred Allen	82	12/27/40	b12/21/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
4018	Mad Doctor (H)F	Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)A	Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)A	D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)F	J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4029	One Night In Lisbon (C)A	Madeleine Carroll-Fred MacMurray	95	6/13/41	b5/10/41
	Nothing But the Truth (C)	Bob Hope-Paulette Goddard			a4/26/41
	Reap the Wild Wind (Tech.)	Ray Milland-John Wayne			In Prod.
4054	Pirates on Horseback (W)F	Wm. Boyd-Russell Hayden	69	5/23/41	b5/24/41
4026	Power Dive (D)F	Richard Arlen-Jean Parker	68	4/25/41	b4/12/41
4004	Quarterback (CD)F	Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)F	MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4027	Reaching for the Sun (CD)A	Joel McCrea-Ellen Drew	88	5/2/41	b4/12/41
4025	Road to Zanzibar (CM)F	Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)F	Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
4091	Rhythm on the River (M)F	Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)F	Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)F	J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4021	There's Magic in Music(Mu)F	Allan Jones-Susanna Foster (Reviewed as "Hard Boiled Canary")	80	5/16/41	b3/1/41
4050	Three Men From Texas (W)F	William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)A	Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)F	Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)A	Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)F	Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41
4030	West Point Widow (CD)	Ann Shirley-Richard Carlson	62	6/20/41	b6/14/41

Coming

Aloma of the South Seas (D)	Dorothy Lamour-Jon Hall (Tech.)	8/15/41 a4/12/41
Among the Living (D)	Albert Dekker-Susan Hayward	a6/14/41
Bahama Passage (Tech.) (D)	Madeleine Carroll-Stirling Hayden	a6/21/41
Birth of the Blues (M)	Bing Crosby-Mary Martin	a6/7/41
Buy Me That Town (CD)	Lloyd Nolan-Constance Moore	a4/19/41
Caught in the Draft (C)F	Bob Hope-Dorothy Lamour	81 7/4/41 b5/31/41
Flying Blind	Richard Arlen-Jean Parker	In Prod.
Forced Landing (D)	Richard Arlen-Eva Gabor	7/25/41 a5/17/41
Glamour Boy	Susanna Foster-Jackie Cooper	In Prod.
Great Man's Lady (D) (Former title "Pioneer Woman")	Barbara Stanwyck-Joel McCrea	a3/22/41
Henry Aldrich For President (CD)	Jimmy Lydon-Mary Anderson	a4/26/41
Hold Back the Dawn (D)	Chas. Boyer-Olivia de Havilland	a3/22/41
Kiss the Boys Goodbye (CM)F	D. Ameche-M. Martin-O. Levant	85 8/1/41 b6/28/41
Mr. Bug Goes to Town	Tech. Cartoon Feature	In Prod.
New York Town	Mary Martin-Fred MacMurray	7/18/41 a11/30/40
Night of Jan. 16th (My)	Ellen Drew-Robt. Preston	a4/12/41
Parson of Panamint (D)F	Charles Ruggles-Ellen Drew	84 b6/21/41
Secret of the Wastelands (W)	Wm. Boyd-Brad King-Andy Clyde	a6/7/41
Shepherd of the Hills (D)F	John Wayne-Betty Field (Tech.)	91 7/25/41 b6/21/41
Sheik of Buffalo Butte (W)	Wm. Boyd-Brad King	a6/21/41
Skylark (CD)	Claudette Colbert-Ray Milland	a3/1/41
Sullivan's Travels (CD)	Joel McCrea-Veronica Lake	a6/7/41
Timber Wolves (W)	Bill Boyd-Brad King-Andy Clyde	In Prod.
Wide Open Town (W)	William Boyd-Russell Hayden	8/8/41 a3/1/41
World Premiere (C)	John Barrymore-Frances Farmer	a4/26/41

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice(W)	Bob Steele	63	12/27/40	Not Rev.
162	Billy the Kid in Santa Fe(W)	Bob Steele-Marin Fais-St. John		7/11/41	In Prod.
158	Billy the Kid in Texas (W)	Bob Steele	55	9/30/40	Not Rev.
161	Billy the Kid's Fighting Pals (W)F	Bob Steele	62	4/18/41	b4/12/41
160	Billy the Kid's Range War (W)	Bob Steele	60	1/24/41	Not Rev.
107	Caught in the Act (C)F	Henry Armetta	62	2/7/41	b4/26/41
111	Criminals Within (My)	Eric Linden-Ann Doran		6/27/41	a5/24/41
113	Desperate Cargo (D)	Ralph Byrd-Carol Hughes			a6/21/41
105	Devil Bat (My)	Bela Lugosi-Forrest Tucker	69	12/13/40	Not Rev.
112	Double Cross (D)	Kane Richmond-Pauline Moore		6/27/41	a6/21/41
109	Emergency Landing (Spy)	Carol Hughes	79	5/23/41	In Prod.
108	Federal Fugitives (Spy)F	Neil Hamilton-Doris Day	66	3/28/41	b5/24/41
124	Gambling Daughters (D)	Cecilia Parker-Roger Pryor		7/18/41	a6/21/41
152	Gun Code (W)	Tim McCoy	55	8/3/40	Not Rev.
104	Misbehaving Husbands (C)F	Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston	64	2/28/41	Not Rev.
	Lone Rider Gallops to Glory	Geo. Houston-Al St. John			In Prod.
165	Lone Rider In Ghost Town (W)F	Geo. Houston-Alaine Brandes	64	5/16/41	b5/17/41
103	Marked Men (D)	Warren Hull-Isabel Jewell	69	8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)F	Tim McCoy	55	3/7/41	b3/1/41
125	Paper Bullets (D)A	Joan Woodbury-Jack LaRue	72	5/30/41	b6/14/41
	Reg'lar Fellers	Billy Lee-'Alfalfa' Switzer			In Prod.
154	Riders of Black Mountain (W)	Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)F	Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)F	Roger Pryor-Virginia Vale	68	5/2/41	b4/26/41
156	Texas Marshal (W)	Tim McCoy-Kay Leslie	62	6/13/41	a5/17/41

R.K.O.-RADIO

Current 1939-40

40	Dance, Girl, Dance (D)A	Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
38	Lucky Partners (C)A	Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
86	Triple Justice (W)F	Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)F	Fay Wray-Charles Lang	62	8/23/40	b8/17/40

Current 1940-41

183	Along the Rio Grande (W)F	Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
161	Convoy (War)F	Clive Brook-John Clements	89	1/3/41	b12/7/40
185	Cyclone on Horseback (W)	Tim Holt-Marjorie Reynolds		6/13/41	a5/10/41
122	Devil and Miss Jones (D)F	Jean Arthur-Chas. Coburn	92	4/11/41	b4/5/41
102	Dreaming Out Loud (C)F	Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
182	Fargo Kid (W)F	Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C)F	Alan Mowbray-Donald McBride	67	3/21/41	b4/5/41
166	Frank Buck's Jungle Cavalcade (Reviewed as "Bring 'Em Back Alive")	Frank Buck	77	6/27/41	Reissue
120	Girl, A Guy and A Gob (C)F	Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)F	Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)A	Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)F	Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)F	Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)F	Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
124	Melody for Three (D)F	Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
110	Little Men (D)F	Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)F	Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)A	Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)A	Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)F	Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)A	Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)F	March of Time Feature	90	8/16/40	b7/27/40
191	Reluctant Dragon(C-Cartoon)F	Benchley and Cartoon Characters	73	6/20/41	b6/7/41
113	Remedy for Riches (D)F	Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
125	Repent at Leisure (C-D)F	Kent Taylor-Wendy Barrie	67	4/4/41	b5/31/41
184	Robbers of the Range (W)F	Tim Holt-Ray Whitley	61	4/18/41	b4/5/41
116	Saint in Palm Springs(MyC)F	George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
131	Saint's Vacation (My)A	Hugh Sinclair-Sally Gray	65	5/31/41	b6/21/41
123	Scattergood Baines (C)F	Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41
132	Scattergood Pulls the Strings (D)F	Guy Kibbee	65	5/23/41	b5/17/41
133	Sunny (MC)F	A. Neagle-J. Carroll-R. Bolger	98	5/30/41	b5/24/41
128	They Met in Argentina(MD)F	Ellison-O'Hara-Ebsen	77	4/25/41	b4/26/41
104	They Knew What They Wanted (D)A	Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
134	They Meet Again (MD)	Jean Hersholt-Dorothy Lovett		6/20/41	a5/17/41
106	Too Many Girls (M)A	Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her(C)F	Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)F	Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)F	Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

R.K.O.-RADIO

Coming 1940-41

			Mins.	Rel. Date	See Issue of
118	Citizen Kane (D)A	Orson Welles-Dorothy Comingore	120		b4/12/41
129	Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles	65	7/25/41	a4/5/41
135	My Life With Caroline (C)	Ronald Colman-Anna Lee		8/1/41	a4/19/41
126	Tom, Dick and Harry (C)	Ginger Rogers-Geo. Murphy		7/4/41	a3/29/41

Coming 1941-42

	Bambi	Disney Cartoon Feature	In Prod.
	Before the Fact (D)	Cary Grant-Joan Fontaine	a3/22/41
	Devil and Daniel Webster(D)	Thomas Mitchell-Walter Huston	a5/31/41
186	Dude Cowboy (W)	Tim Holt-Marjorie Reynolds	a5/17/41
	Fantasia (FA)F	Technicolor Cartoon	150 b11/16/40
	Father Takes a Wife (C-D)	Adolphe Menjou-Gloria Swanson	a5/17/41
	Gay Falcon	George Sanders-Wendy Barrie	a6/14/41
	Lady Scarface (D)	Dennis O'Keefe-Frances Neal	a5/17/41
	Little Foxes (D)	Bette Davis-Richard Carlson	a6/14/41
	Look Who's Laughing	Bergen & McCarthy	In Prod.
	Mexican Spitfire's Baby (C)	Leon Errol-Lupe Velez-Zasu Pitts	a6/28/41
	Outlaw Trail (W)	Tim Holt-Janet Waldo	a5/31/41
	Parachute Battalion (D)	Robert Preston-Nancy Kelly	a4/19/41
	Unexpected Uncle	Edmond O'Brien-Jane Wyatt	In Prod.
	Untitled Western	Tim Holt-Jane Clayton	In Prod.
	Weekend for Three	Dennis O'Keefe-Jane Wyatt	In Prod.

REPUBLIC

Current 1939-40

924	Earl of Puddlestone (C)F	The Gleasons	66	8/31/41	b8/17/40

Current 1940-41

16	Angels With Broken Wings (CD)F	Binnie Barnes-Gilbert Roland	72	5/27/41	b6/7/41
10	Arkansas Judge (C)F	Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)F	Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)F	Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)F	Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)F	Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)F	Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)F	Roy Rogers-George Hayes	57	9/15/40	b9/7/40
15	Country Fair (CM)F	Eddie Foy, Jr.-June Clyde	74	5/5/41	b5/17/41
77	Desert Bandit (W)F	Don Barry-Lynn Merrick	56	5/24/41	b5/31/41
7	Friendly Neighbors (C)F	Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)F	Don Barry-Betty Moran	57	10/10/40	b10/12/40
22	Gay Vagabond, The (CD)F	Ruth Donnelly-Roscoe Karns	66	5/12/41	b5/24/41
17	Girl From Havana (D)A	Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)F	Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)F	Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)F	Roy Rogers-G. "Gabby" Hayes	58	3/28/41	b4/12/41
78	Kansas Cyclone (W)F	Don Barry-Lynn Merrick	57	6/24/41	b6/28/41
14	Lady From Louisiana (PD)A	Ona Munson-John Wayne	83	4/22/41	b5/3/41
64	Lone Star Raiders (W)F	Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)A	John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)F	Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)F	Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)F	Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (CD)F	Dennis O'Keefe-Peter Lorre	69	3/26/41	b4/5/41
57	Nevada City (W)F	Roy Rogers-George "Gabby" Hayes	58	6/20/41	b6/21/41
61	Oklahoma Renegades (W)F	Three Mesquiteers	57	8/29/40	b8/17/40
66	Pals of the Pecos (W)F	Three Mesquiteers	56	4/8/41	b4/26/41
20	Petticoat Politics (C)F	Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)F	Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)F	Three Mesquiteers	58	2/16/41	b2/22/41
3	Puddin' Head (C)F	Judy Canova-Francis Lederer	80	6/25/41	b6/28/41
43	Ride, Tenderfoot, Ride(MW)F	Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)F	Gene Autry-Smiley Burnette	79	1/24/41	b2/1/41
54	Robin Hood of the Pecos(W)F	Roy Rogers-George Hayes	59	1/14/41	b1/18/41
13	Rookies on Parade (CM)F	Bob Crosby-Ruth Terry	69	4/17/41	b5/3/41
67	Saddlemates (W)F	Three Mesquiteers	56	5/26/41	b6/14/41
56	Sheriff of Tombstone (W)F	Roy Rogers-George "Gabby" Hayes	56	5/7/41	b5/10/41
46	Singing Hill, The (MW)F	Gene Autry-Smiley Burnette	75	4/26/41	b5/3/41
2	Sis Hopkins (CM)F	Judy Canova-Bob Crosby	98	4/12/41	b4/12/41
73	Texas Terrors (W)F	Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)F	Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)F	Don "Red" Barry	57	8/16/40	b8/3/40
76	Two-Gun Sheriff (W)F	Don "Red" Barry-Lynn Merrick	56	4/10/41	b4/26/41
62	Under Texas Skies (W)F	Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)A	John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)F	Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)F	Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

68	Gangs of Sonora (W)	Three Mesquiteers	7/10/41 a6/7/41
4	Ice-Capades	Dorothy Lewis-Jerry Colonna	In Prod.
23	Poison Pen	Flora Robson-Rob't Newton	66 6/30/41 In Prod.
47	Sunset in Wyoming (W) (Former title "Under Fiesta Stars")	Gene Autry-Smiley Burnette	a6/7/41
	Ten Nights in Barroom	Frank Albertson-Linda Hayes	In Prod.

Coming 1941-42

Hurricane Smith	Ray Middleton-Jane Wyatt	a6/7/41
Mountain Moonlight	Weaver Bros. & Elviry	a5/3/41
Rags to Riches	Alan Baxter-Mary Carlisle	In Prod.

20TH CENT.-FOX

Current 1940-41

143	Blood and Sand (Tech.) (D)A	Tyrone Power-Linda Darnell	125	5/30/41	b5/24/41
112	Bride Wore Crutches (CD)F	Lynne Roberts-Ted North	59	6/13/41	b7/27/40
107	Brigham Young, Frontiersman (PD)A	Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)A	Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)F	Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)F	Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
141	Cowboy and the Blonde(CD)F	Mary Beth Hughes-G. Montgomery	68	5/16/41	b4/26/41
136	Dead Men Tell (My)F	Sidney Toler	61	3/28/41	b3/29/41
113	Down Argentine Way (M)F	Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Doo No. 1 (C)F	G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
144	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/6/41	a8 17 40
108	Gay Caballero (W)F	Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)F	Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)F	Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)F	Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
140	GreatAmericanBroadcast(DM)F	Alice Faye-John Payne-Jack Oakie	90	5/9/41	b5/3/41
142	Great Commandment (D)F	John Beal-Albert Dekker	80	5/23/41	b4/12/41
111	Great Profile (C)A	John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)F	Paul Muni-Gene Tierney	94	1/3/41	b12/28/40
122	Jennie (D)F	Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40
139	Mail Train	Alastair Sim-Gordon Harker		4/25/41	Not Rev.
146	Man Hunt (Spy)F	Walter Pidgeon-Joan Bennett	100	6/20/41	b6/14/41
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
136	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
145	Very Young Lady (CD)F	Jane Withers-Nancy Kelly	79	6/27/41	b5/3/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

148	Accent on Love (C)F	Geo. Montgomery-Osa Massen	61	7/11/41	b6/28/41
149	Dance Hall (C)F	Cesar Romero-Carole Landis	73	7/18/41	b6/28/41
147	Moon Over Miami (MC)F	Don Ameche-Betty Grable (Tech.)	91	7/4/41	b6/21/41
135	Outlaw, The	Walter Huston-Thos. Mitchell			In Prod.

Coming 1941-42

Belle Starr (Tech.) (D)	Gene Tierney-Randolph Scott		a5/24/41
Charley's Aunt	Jack Benny-Kay Francis		a6/7/41
Charlie Chan in Rio (My)	Sidney Toler-Mary Beth Hughes		a6/21/41
Dressed to Kill	Lloyd Nolan-Mary Beth Hughes		a6/7/41
How Green Was My Valley	Maureen O'Hara-Walter Pidgeon		In Prod.
Man at Large	Marjorie Weaver-Richard Derr		In Prod.
Last of the Duanes (D)	Geo. Montgomery-Lynn Roberts		a5/31/41
Marry the Boss' Daughter	Brenda Joyce-Bruce Edwards		In Prod.
Private Nurse (D)	Brenda Joyce-Jane Darwell		a6/21/41
Riders of the Purple Sage	George Montgomery-Mary Howard		In Prod.
Sun Valley Serenade	Sonja Henie-John Payne-M. Berle		In Prod.
Week-end in Havana	Alice Faye-John Payne (Tech.)		In Prod.
We Go Fast	Lynn Bari-Alan Curtis		In Prod.
Wild Geese Calling (D)	Henry Fonda-Joan Bennett		a6/28/41
Yank in the R.A.F. (War)	Tyrone Power-Betty Grable		a5/31/41

UNITED ARTISTS

Current

Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
Broadway Limited (C-D)F	Victor McLaglen-Dennis O'Keefe	73	6/13/41	b6/14/41
Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
Pot O' Gold (C-Mu)F	James Stewart-Paulette Goddard	95	4/11/41	b4/5/41
Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41
Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

International Lady (D)	Ilona Massey-George Brent				a6/21/41
Lydia (Former title, "Illusions")	Merle Oberon-Alan Marshall				a6/14/41
Major Barbara (CD)A	Wendy Hiller-Robert Morley	112			b5/3/41
New Wine (MD)	Ilona Massey-Binnie Barnes		8/8/41		a3/8/41
Niagara Falls	Marjorie Woodworth-Tom Brown				In Prod.
Sundown	Gene Tierney-Bruce Cabot				In Prod.

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Current 1939-40

4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5028	Black Cat (My)A	Hugh Herbert-Broderick Crawford	70	5/2/41	b4/26/41
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
5037	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5011	Flame of New Orleans (CD)F	Dietrich-Roland Young-Cabot	79	4/25/41	b4/26/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
	Hit the Road (D)F	George-MacLane-Dead End Kids	60	6/27/41	b6/28/41
5033	Horror Island (My)F	Peggy Moran-Dick Foran	60	3/28/41	b4/5/41
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5000	In the Navy (CM)F	Abbott & Costello-Dick Powell	86	5/30/41	b5/31/41
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5043	Lady From Cheyenne (CD)	Loretta Young-Rob't Preston	87	4/11/41	b4/5/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
5012	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
5016	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5055	Men of the Timberland (A)F	Richard Arlen-Andy Devine	61	6/6/41	b5/31/41
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5014	Model Wife (C)A	Joan Blondell-Dick Powell	83	4/18/41	b4/19/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5054	Mutiny in the Arctic (A)F	Richard Arlen-Andy Devine	61	4/18/41	b5/3/41
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
	San Antonio Rose (M)F	Robert Paige-Jane Frazee	63	6/20/41	b6/28/41
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
	Tight Shoes (C)F	Brod Crawford-Ann Gwynne	67	6/13/41	b6/14/41
5034	Too Many Blondes (CM)A	Rudy Vallee-Helen Parrish	60	5/23/41	a5/24/41
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

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Coming 1940-41

	Bachelor Daddy (C)F	Baby Sandy-Kathryn Adams (Former title "Sandy Steps Out")	60	7/4/41	b6/28/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		8/1/41	a4/5/41
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Hello Sucker (C)	Hugh Herbert-Peggy Moran	60	7/11/41	a5/17/41
	Hold That Ghost (MyC)	Abbott & Costello—Evelyn Ankers. (Former title, "Oh Charlie")		8/8/41	a2/22/41
	Law of the Range (W)	Johnny Mack Brown		6/20/41	a6/7/41
5056	Raiders of the Desert	Richard Arlen-Andy Devine		6/18/41	In Prod.
	Rawhide Rangers (W)	Johnny Mack Brown-Fuzzy Knight	56	7/18/41	a5/24/41
	This Woman Is Mine (PD)	Franchot Tone-Walter Brennan (Former title "I, James Lewis")		7/25/41	a6/7/41

Coming 1941-42

Almost an Angel	Deanna Durbin-Charles Laughton		In Prod.
Americanos, The	Dick Foran-Leo Carrillo		In Prod.
Arizona Cyclone (W)	Johnny Mack Brown		In Prod.
Beyond the Law (D)	Wm. Gargan-June Clyde-John Litel		a5/17/41
Bombay Clipper	William Gargan-Irene Hervey		In Prod.
Flying Cadets (D)	Wm. Gargan-Ed. Lowe-Peggy Moran		a5/31/41
Halfway to Shanghai	Charles Bickford-Evelyn Ankers		a4/26/41
Jail House Blues (C) (Former title "Big House Blues")	Anne Gwynne-Nat Pendleton		a5/31/41
Man From Montana (W)	Johnny Mack Brown-Fuzzy Knight		In Prod.
Masked Rider (W)	Johnny Mack Brown-Fuzzy-Knight		In Prod.
Mob Town	Dead End Kids-Dick Foran		In Prod.
Moonlight in Hawaii (CM)	Johnny Downs-Jane Frazee		a5/17/41
Radio Revels of 1942	Frances Langford-Ken Murray		In Prod.
Sing Another Chorus (M)	Johnny Downs-Jane Frazee		a4/26/41
Unfinished Business (D)	Irene Dunne-Robt. Montgomery		a3/8/41

WARNER BROS.

Current 1939-40

412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40

Current 1940-41

566	Affectionately Yours (SC)F	Merle Oberon-Dennis Morgan	88	5/10/41	b5/10/41
570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark(MyC)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
504	Great Lie (D)F	Bette Davis-Geo. Brent	107	4/12/41	b4/5/41
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
500	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	4/28/41	b3/15/41
	Million Dollar Baby (CD)F	Priscilla Lane-Ronald Reagan	102	5/31/41	b5/24/41
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
523	Nurse's Secret (My)F	Lee Patrick-Regis Toomey	65	5/24/41	b5/10/41
	Out of the Fog (D)A	Ida Lupino-John Garfield	85	6/14/41	b6/14/41
	Passage From Hongkong(My)F	Keith Douglas-Lucile Fairbanks	61	6/21/41	b6/7/41
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My)F	Maris Wrixon-Wm. Lundigan	63	3/1/41	b5/17/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
	Shining Victory (D)A	G. Fitzgerald-Jas. Stephenson	83	6/7/41	b5/24/41
522	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a3/29/41
563	Singapore Woman (D)A	Brenda Marshall-David Bruce	64	5/17/41	b5/10/41
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
567	Strange Alibi (G)F	Arthur Kennedy-Joan Perry	63	4/19/41	b4/12/41
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
516	Thieves Fall Out (C)A	Eddie Albert-Joan Leslie	72	5/3/41	b4/19/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40
	Underground (D)	Jeffrey Lynn-Karen Verne	95	6/28/41	b6/14/41
560	Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney	84	4/26/41	b4/26/41

Coming

Bad Men of Missouri (D)	Dennis Morgan-Wayne Morris		7/26/41		a4/12/41
Bride Came C.O.D. (C)A	Bette Davis-James Cagney		9 1/2/41		b6/28/41
Bullets For O'Hara (D)	Joan Perry-Roger Pryor		7/19/41		a5/24/41
Dive Bomber (Tech.) (D)	Errol Flynn-Fred MacMurray		8/30/41		a5/24/41
Flight Patrol (D)	James Stephenson-Ronald Reagan				a4/12/41
Highway West (D)	Brenda Marshall-Olympe Bradna		8/23/41		a3/1/41
Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt		7/5/41		a1/25/41
Law of the Tropics (D)	Constance Bennett-Jeffrey Lynn				a6/28/41
Maltese Falcon	Mary Astor				In Prod.
Manpower (D)	Marlene Dietrich-George Raft		8/9/41		a4/19/41
Navy Blues (C)	A Sheridan-J. Oakie-M. Raye				a5/3/41
New Orleans Blues	Priscilla Lane-Richard Whorf				In Prod.
Nine Lives Are Not Enough	Ronald Reagan				In Prod.
One Foot in Heaven	Frederic March-Martha Scott				In Prod.
Sergeant York	Gary Cooper-Joan Leslie				a3/29/41
Smiling Ghost (D)	Wayne Morris-Brenda Marshall				a6/21/41
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy		8/2/41		a3/1/41

MISCELLANEOUS

Adolescence (D)A	Leon Janney-Eleanor Hunt		80	Select	b12/21/40
Face at the Window (My)A	Tod Slaughter-Marjorie Taylor		65	Ziehm	b10/19/40
King of the White Elephants (PD)F	Siamese cast		66	Pridi	b4/5/41
Let George Do It (C)F	Geo. Formby-Phyllis Calvert		72	Film All	b10/26/40
Lilac Domino (Mu)F	Michael Bartlett-June Knight		95	Select	b12/14/40
Merry Wives (Czech) (H-D)A	Czech cast		80	Lloyd	b2/1/41
No Greater Sin (D)A	Leon Ames-Luana Walters		85	University	b6/21/41
Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr		70	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action: (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1940-41

ALL STAR COMEDIES (18)

2432	Black Eyes and Blues	Fair	16½	4/19/41
2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2436	French Fried Patootie		18	Not Rev.
2428	Fresh As A Freshman	Fair	16	4/ 5/41
2431	Glove Affair		16½	Not Rev.
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2434	Ready, Willing But Unable		16½	Not Rev.
2433	Ring and the Belle	Fair	17	5/24/41
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife	Fairly Amusing	16	1/25/41
2435	Yankee Doodle Andy		16	Not Rev.
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2978	Capital Sidelights	Poor	10	5/24/41
2975	Feathers	Very Good	9	3/ 1/41
2979	Fighter Pilot	Timely, Interesting	11	6/28/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2977	This Is England	Timely	10	4/ 5/41
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2507	Carpenters		7	Not Rev.
2505	Helping Paw	Amusing	7	2/ 1/41
2508	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2509	Tom Thumb's Brother	Cute	7	6/28/41
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2560	Beautiful Ontario		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2559	San Francisco—Metropolis of the West	Average	10	4/19/41
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2657	Peppy Songs		10	Not Rev.
2658	"Perfidia" Baker		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	6	6/28/41
2756	Kitty Gets the Bird	Good	7	6/28/41
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2605	So You Think You Know Music No. 1	Good	10	4/19/41
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.
2606	Take It Or Leave It (4)	Very Good	11	5/31/41

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41
	No. 2		16	Not Rev.

NEW YORK PARADE (6)

2952	Abroad at Home	Interesting	10	4/26/41
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

COLUMBIA 1940-41 (Cont.)

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41
2857	No. 7 (Ken Murray)		10	Not Rev.
2858	No. 8 (Jerry Colonna)		10	Not Rev.

STOOGE COMEDIES (8)

2407	All the World's a Stooge	Typical	16	5/24/41
2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2406	Dutiful But Dumb		16½	Not Rev.
2401	From Nurse to Worse	A Dud	17	8/31/40
2408	I'll Never Heil Again	Satiric Slapstick	18	6/28/41
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

WASHINGTON PARADE (6)

2901	The Mint		10	Not Rev.
2904	The Spirit of 1941	Fair	10	4/26/41
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

2803	Ali the Giant Killer	Very Good	9	1/25/41
2808	Aquaplay	Very Good	9	6/28/41
2807	Diving Thrills	Very Good	9	5/31/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2806	Jungle Archer	Very Good	11	4/26/41
2801	Master of Cue	Billiard Fans	10	10/12/40
2805	Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

MGM 1940-41

CARTOONS (18) (Tech.)

W-243	Abul the Bul-Bul Ameer	Excellent	8	4/ 5/41
W-246	Goose Goes South		8	Not Rev.
W-248	Dance of the Weed	Fair	8	6/28/41
W-247	Little Mole	Very Good	8	5/17/41
W-241	Lonesome Stranger	Excellent	9	12/ 7/40
W-242	Mrs. Ladybug	Excellent	8	1/ 4/41
W-244	Prospecting Bear	Funny	9	4/ 5/41
W-247	Rookie Bear	Funny	8	6/14/41

CRIME DOESN'T PAY (6)

P-205	Coffins on Wheels	Excellent	20	6/14/41
P-201	Eyes of the Navy	Excellent	22	10/19/40
P-204	Forbidden Passage	Tops	21	3/ 1/41
P-203	Respect the Law	Very Good	20	2/ 1/41
P-202	You the People	Excellent	21	1/ 4/41

MINIATURES (10)

M-235	Battle, The	Timely, Interesting	10	6/28/41
M-232	Great Meddler	Very Good	10	1/ 4/41
M-233	Happiest Man on Earth	Unusual	10	2/ 1/41
M-237	Man Who Changed the World		10	Not Rev.
M-236	Memories of Europe	Excellent	8	6/28/41
M-234	More About Nostradamus	Timely	11	2/22/41
M-231	Rodeo Dough	Very Good	10	12/ 7/40

OUR GANG (9)

C-296	Baby Blues	Very Good	10	4/ 5/41
C-295	Fightin' Fools	Good Fun	10	2/ 1/41
C-293	Goin' Fishin'	Standard	10	11/ 9/40
C-291	Good Bad Boys	Good	11	9/ 7/40
C-294	Kiddie Cure	Good Gang	11	12/ 7/40
C-298	I-2-3 Go	Amusing	10	5/17/41
C-299	Robot Wrecks		10	Not Rev.
C-292	Waldo's Last Stand	Flimsy	10	11/ 9/40
C-297	Ye Olde Minstrels	Poor	11	4/ 5/41

PASSING PARADE (9)

K-281	American Spoken Here	Excellent	10	12/ 7/40
K-283	More Trifles of Importance	Excellent	11	4/ 5/41
K-284	Out of Darkness	Significant	10	5/10/41
K-286	This Is the Bowery	Excellent	10	6/28/41
K-282	Whispers	Excellent	10	2/22/41
K-285	Willie and the Mouse	Instructive	10	6/14/41
K-287	Your Last Act		10	Not Rev.

PETE SMITH SPECIALTIES (14)

S-267	Aeronutics	Satisfactory	10	5/17/41
S-269	Cuban Rhythm	Excellent	10	6/28/41
S-268	Lions on the Loose	Good	10	6/14/41
S-266	Memory Tricks	Amusing	9	4/ 5/41
S-264	Penny to the Rescue	Excellent	10	2/ 1/41
S-261	Quicker'n a Wink	Excellent	10	11/ 9/40
S-265	Quiz Biz	Entertaining	10	2/22/41
S-263	Sea For Yourself	Holds Interest	10	1/ 4/41
S-270	Water Bugs		10	Not Rev.
S-262	Wedding Bills	Very Good	10	12/ 7/40

MGM 1940-41 (Cont.)

FITZPATRICK TRAVELTALKS (12) (Tech.)

T-218	Alluring Alaska	Usual	10	4/ 5/41
T-214	Beautiful Bali	As Usual	10	12/ 7/40
T-211	Capital City	Fair	9	9/ 7/40
T-212	Cavalcade of San Francisco	Too Late	9	9/28/40
T-219	Glimpses of Kentucky	Good	10	5/10/41
T-221	Glimpses of Washington State		10	Not Rev.
T-222	Haiti, Land of Dark Majesty	Good	10	6/28/41
T-216	Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213	Old New Mexico	Fair	10	11/ 9/40
T-215	Old New Orleans	As Usual	10	1/ 4/41
T-217	Red Men on Parade	Fair	10	3/ 1/41
T-220	Yosemite the Magnificent	Colorful	10	6/14/41

PARAMOUNT 1940-41

ANIMATED ANTICS (10)

H0-4	Bring Himself Back Alive	Good	7	12/21/40
H0-1	Dandy Lion	Poor	7	10/ 5/40
H0-3	Mommy Loves Poppy	Average	7	11/23/40
H0-2	Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-7	Speaking of Animals	Excellent	9	3/15/41
H0-8	Triple Trouble	Just Fair	7	5/10/41
H0-6	Twinkletoes Gets the Bird		7	Not Rev.
H0-10	Twinkletoes, Where He Goes Nobody Knows	Routine	7	6/28/41
H0-5	Wild Oysters	Unusual	7	2/15/41
H0-9	Zero, the Hound	So-So	7	5/31/41

FASCINATING JOURNEYS (6) (Tech.)

M0-4	Delhi	Good	11	4/ 5/41
M0-5	Indian Durbar	Gorgeous	10	5/10/41
M0-1	River Thames—Yesterday	Beautiful	10	11/23/40
M0-2	Sacred Ganges	Dull	10	1/25/41
M0-3	Village in India	Fair	10	2/22/41

GABBY CARTOONS (8) (Tech.)

G0-3	All's Well	Silly	7	1/18/41
G0-2	Constable	Satisfactory	7	11/23/40
G0-6	Fire Cheese	Average	7	6/28/41
G0-1	King For a Day	Fair	7	10/26/40
G0-5	Swing Cleaning	Fair	7	4/19/41
G0-4	Two for the Zoo	Good	7	2/15/41

HEADLINERS (8)

A0-5	Bob Chester & Orch.	Average	10	4/ 5/41
A0-4	Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2	Listen to Larry	Satisfactory	10	11/ 2/40
A0-3	Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1	Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
A0-6	Those We Love	Different	11	5/31/41

MADCAP MODELS (6) (Tech.)

U0-2	Dipsy Gipsy	Very Good	9	4/19/41
U0-3	Hoola Boola	Novel	9	6/28/41
U0-1	Western Daze	Novel	9	1/11/41

PARAGRAPHICS (6)

V0-3	Breezy Little Bears	Excellent	10	1/18/41
V0-1	Nature's Nursery	Excellent	10	11/ 2/40
V0-4	Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2	Seeing Is Believing	Fair	11	12/ 7/40

POPEYE (12)

E0-4	Eugene, the Jeep	Funny	7	12/ 7/40
E0-8	Flies Ain't Human	Fair	7	4/19/41
E0-2	My Pop, My Pop	Amusing	7	11/ 2/40
E0-10	Olive's Boithday Presink	Snappy	7	5/31/41
E0-7	Olive's Sweepstake Ticket		7	Not Rev.
E0-9	Popeye Meets Rip Van Winkle	Fair	7	5/10/41
E0-1	Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5	Problem Pappy	Fair	7	1/25/41
E0-6	Quiet Pleeze	Very Good	7	3/22/41
E0-3	With Poopdeck Pappy	Entertaining	7	12/ 7/40

POPULAR SCIENCE (6)

J0-1	No. 1	Good	10	10/ 5/40
J0-2	No. 2	Interesting	10	11/23/40
J0-3	No. 3	Interesting	10	12/21/40
J0-4	No. 4	Usual	10	3/22/41
J0-5	No. 5	Interesting	10	4/ 5/41
J0-6	No. 6	Up to Standard	11	6/28/41

ROBERT BENCHLEY (4)

S0-3	Crime Control	Excellent	11	4/19/41
S0-4	Forgotten Man	Typical	10	5/31/41
S0-1	Trouble With Husbands	Great Fun	11	11/16/40
S0-2	Waiting For Baby	A Howl	10	2/22/41

SPECIAL CARTOON (1) (Tech.)

FF0-1	Raggedy Ann	Very Good	19	12/21/40

PARAMOUNT 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)				
R0-6	Acrobatic Aces	Excellent	10	.. 1/25/41
R0-8	Canine Sketches	Fine	10	.. 3/22/41
R0-1	Diving Demons	Beautiful	10	..10/ 5/40
R0-5	Feminine Fitness	Very Good	10	..12/21/40
R0-7	Fishing Fever	Appealing	10	.. 3/22/41
R0-4	Marine Round-up	Excellent	10	..12/ 7/40
R0-3	Motorcycle Stunting	Thrills Aplenty.	10	..11/23/40
R0-10	On the Spot	Funny	10	.. 5/10/41
R0-11	Lasso Wizards	Good Action Stuff	10	.. 6/28/41
R0-2	Sporting Everglades	Very Good	10	..10/26/40
R0-9	Sun Fun	Exhilarating	10	.. 4/ 5/41
UNUSUAL OCCUPATIONS (6)				
L0-1	No. 1	Good	10	..10/ 5/40
L0-2	No. 2	Interesting	10	..12/ 7/40
L0-3	No. 3	Good	10	.. 2/15/41
L0-4	No. 4	Good	11	.. 3/29/41
L0-5	No. 5	A Wow	11	.. 5/31/41

RKO-RADIO 1940-41

DISNEY CARTOONS (18) (Tech.)				
14103	Baggage Buster	Hilarious	7	.. 5/10/41
14105	Canine Caddy	Tops	7	.. 6/ 7/41
14102	Gentleman's Gentleman	Tops	7	.. 4/ 5/41
14101	Golden Eggs	Excellent	8	.. 4/ 5/41
14104	Good Time for a Dime	Excellent	8	.. 5/10/41
14106	Nifty Nineties	Amusing	8	.. 6/ 7/41
EDGAR KENNEDY (6)				
13406	Apple In His Eye	Hokey	18	.. 6/14/41
13403	Drafted in the Depot		19	..Not Rev.
13405	It Happened All Night	Fair	19	.. 4/12/41
13404	Mad About Moonshine	Fair	18	.. 3/ 1/41
13401	Sunk by the Census	Funny	18	.. 9/14/40
13402	Trailer Tragedy	Funny	17	..10/19/40
INFORMATION PLEASE (13)				
14201	No. 1 (Anna Neagle)	Excellent	11	.. 9/14/40
14202	No. 2 (Ruth Gordon)	Good	10	..10/19/40
14203	No. 3 (Alice Marble)	Swell As Usual.	10	..11/16/40
14204	No. 4 (Louis Bromfield)	Excellent	11	..12/14/40
14205	No. 5 (Wendell Willkie)	Good	10	.. 2/ 1/41
14206	No. 6 (Jan Struther)	Excellent	11	.. 3/ 1/41
14207	No. 7 (Anna Neagle)	Very Good	10	.. 4/ 5/41
14208	No. 8 (Boris Karloff)	Excellent	10	.. 4/ 5/41
14209	No. 9 (Alice Marble)	Excellent	11	.. 5/10/41
14210	No. 10 (Louis Bromfield)	Entertaining	10	.. 6/ 7/41
14211	No. 11 (Jan Struther)		11	..Not Rev.
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	.. 2/ 1/41
13701	He Asked for It	Very Funny	18	.. 9/14/40
13706	Panic In the Parlor	Unfunny	20	..Not Rev.
13705	Polo Phoney	Good	18	.. 5/17/41
13702	Tattle Talevision	Funny	19	..11/16/40
13704	When Wifie's Away	Fair	20	.. 4/ 5/41
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	.. 9/21/40
13102	Britain's R.A.F.	Informative	18	..10/ 5/40
13103	Mexico	Timely	19	..10/26/40
13104	Arms and the Men—U.S.A.	Timely	19	..11/23/40
13105	Labor and Defense—1941	Excellent	19	..12/21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	.. 1/18/41
13107	Americans All	Good	18	.. 2/15/41
13108	Australia at War	Timely	18	.. 3/15/41
13109	Men of the FBI	Excellent	21	.. 4/12/41
13110	Crisis in the Atlantic	Timely	18	.. 5/10/41
13111	China Fights Back	Timely	18	.. 6/ 7/41
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	..11/16/40
13502	Prairie Spooners	Very Good	13	.. 3/ 1/41
13503	Red Skins & Red Heads	Poor	18	.. 5/10/41
PICTURE PEOPLE (13)				
14401	No. 1	Interesting	10	.. 9/14/40
14402	No. 2	Good	9	..10/19/40
14403	No. 3	Night Club Plug	10	..11/16/40
14404	No. 4	Good	10	..12/14/40
14405	No. 5	Fair	10	.. 2/ 1/41
14406	No. 6	Fair	10	.. 3/ 1/41
14407	No. 7	Average	10	.. 3/29/41
14408	No. 8	Fair	10	.. 4/12/41
14409	No. 9	Fair	8	.. 5/17/41
14410	No. 10	Fair	8	.. 6/ 7/41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	..12/14/40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	.. 3/ 1/41
14503	How Goes Chile		10	..Not Rev.
14502	What's Happening in Argentina	Very Timely	10	.. 4/12/41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	.. 3/ 1/41
14310	Jockey's Day	Good	9	.. 6/ 7/41
14302	Kentucky Royalty	Horse Lovers	9	..10/19/40
14306	Mat Men	Good	9	.. 3/ 1/41
14308	Publicity Sports	Excellent	9	.. 4/ 5/41
14301	Quail Quest	Good	9	.. 9/14/40
14311	Rolling Rhythm		10	..Not Rev.
14305	Snow Eagles	Excellent	9	.. 2/ 1/41
14304	Snow Fun	Exhilarating	9	..12/14/40
14303	Sportsman's Partner	For Dog Lovers.	9	..11/16/40
14309	Sword Soldiers	Technical	9	.. 5/10/41

REPUBLIC 1940-41

		Comment	Running Time	Reviewed Issue Of
MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	.. 2/ 1/41
28-1	Chinese Garden Festival	Good Starter	10	..12/21/40
28-5	Hollywood Meets the Navy	Timely	10	.. 5/ 3/41
28-4	Los Angeles Examiner Benefit	Fair	10	.. 4/26/41
28-7	Meet Roy Rogers	Interesting	10	.. 6/21/41
28-6	Stars at Play	Entertaining	10	.. 6/14/41
28-11	Stars—Past & Present	Nostalgic	10	.. 2/28/41
28-3	Variety Reel	Interesting	10	.. 3/ 1/41

20TH CENTURY-FOX 1940-41

ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	..10/12/40
1203	Modern Highway	Good	10	.. 3/ 1/41
1202	Training Police Horses	Excellent	10	.. 2/ 8/41
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	.. 8/10/40
1402	Tale of Butch the Parrot		10	..Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1108	Arctic in Springtime		10	..Not Rev.
1106	Caribbean Sentinel	Good	10	.. 4/26/41
1101	Eskimo Trails	Enlightening	10	.. 8/10/40
1103	Isle of Mystery		10	..Not Rev.
1109	Letter From Cairo		10	..Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	.. 8/10/40
1107	Miracle of Hydro	Different	10	.. 4/19/41
1104	Old Dominion State (Tech.)	Very Good	10	.. 11/30/40
1105	Spotlight on Indo-China		10	..Not Rev.
RIPLEY'S BELIEVE IT OR NOT				
1601	Acquited by the Sea	Excellent	10	..10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)				
1303	Bowling for Strikes	For Bowlers	10	..10/12/40
1307	Fun on Rollers		10	..Not Rev.
1302	Lure of the Trout (Tech.)	For Fly Casters	10	..11/30/40
1306	Playing with Neptune	Very Good	9	.. 4/19/41
1304	Rodeo Goes to Town	Good	10	.. 2/ 8/41
1305	Symphony in Snow		10	..Not Rev.
1301	Vacation Time (Tech.)	OK	8	.. 8/10/40
TERRYTOONS (26) (13 in Tech.)				
1510	Baby Seal		7	..Not Rev.
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	.. 8/10/40
1501	Club Life in the Stone Age		7	..Not Rev.
1511	Dog's Dream		7	..Not Rev.
1508	Fishing Made Easy	Fair	7	.. 4/26/41
1514	Good Old Irish Tunes		7	..Not Rev.
1507	Hairless Hector		7	..Not Rev.
1503	Happy Haunting Grounds		7	..Not Rev.
1513	Horse Fly Opera		7	..Not Rev.
1558	Home Guard (Tech.)	Okay	7	.. 4/26/41
1553	How Wet Was My Ocean	Excellent (Tech.)	7	..10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	..11/30/40
1552	Lucky Duck (Tech.)		7	..Not Rev.
1512	Magic Shell		7	..Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	.. 2/ 8/41
1504	Magic Pencil	Poor	7	..12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	..12/ 7/40
1505	Snow Man		7	..Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	.. 2/15/41
1502	Touchdown Demons	Amusing	7	..10/ 5/40
1559	Uncle Joey (Tech.)		7	..Not Rev.
1506	What a Little Sneeze Will Do	Good	7	.. 2/15/41
1560	What Happens at Night (Tech.)		7	..Not Rev.
1509	When Knights Were Bold	Just a Cartoon	7	.. 4/26/41
WORLD TODAY				
1704	Anzacs in Action		10	..Not Rev.
1701	Battle of the Atlantic	Timely	10	.. 4/19/41
1703	Empire in Exile		10	..Not Rev.
1702	War in the Desert		10	..Not Rev.

UNIVERSAL 1940-41

CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	..10/12/40
5249	Dizzy Kitty	So-So	8	.. 5/17/41
5246	Fair Today	Good	7	.. 2/15/41
5247	Hysterical High Spots in American History	Fair	7	.. 3/29/41
5243	Knock, Knock	Very Good	8	..11/30/40
5245	Mouse Trappers	Amusing	7	.. 2/ 8/41
5242	Recruiting Daze	Fair	8	..11/ 2/40
5248	Scrub Me, Mama, With a Boogie Beat	Snappy	7	.. 5/17/41
5250	Salt Water Daffy	Snappy	8	.. 6/ 7/41
5244	Syncopated Sioux	Clever	7	..12/28/40
GOING PLACES (15)				
5353	Arizona	Interesting	10	..10/12/40
5351	Coast Guard	Interesting	10	.. 9/21/40
5358	Deserts of America	Very Good	10	.. 3/22/41
5359	Humorous Tombstones	Amusing	10	.. 4/12/41
5355	Hunting on Top of the World	Fascinating	9	..12/28/40
5363	Meet Jimmy the Chump		10	..Not Rev.
5354	Melting Pot of the Caribbean	Good	10	..12/28/40
5360	Modern Way Down East Good		10	.. 6/ 7/41
5362	Mountain Summer		10	..Not Rev.
5356	South of the Border	Interesting	10	.. 2/15/41
5352	Sun Valley	Good	10	..10/12/40
5357	Swankiest Isle in the World	Interesting	10	.. 3/15/41
5361	Trail of Father Kino	Interesting	10	.. 6/14/41

UNIVERSAL 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	.. 2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	..Not Rev.
5221	Class in Swing	Good Variety	16	..10/12/40
5222	Congamania	Latin Liveliness	20	..11/30/40
5228	Jumpin' Jive	Good	17	.. 6/ 7/41
5230	Music a la King		20	..Not Rev.
5227	Music in the Morgan Manner	Entertaining	18	.. 3/29/41
5229	Shadows in Swing	Average	18	.. 5/17/41
5224	Tickled Pinky	Rustic Rhythm.	18	.. 1/ 4/41
5223	Torrid Tempos	Entertaining	18	..11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	.. 4/13/40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	.. 9/21/40
5372	No. 82	Average	9	..10/12/40
5373	No. 83	Average	9	..10/12/40
5374	No. 84	Good	9	..11/30/40
5375	No. 85	Excellent	9	..12/28/40
5376	No. 86	Up to Par	9	.. 2/ 8/41
5377	No. 87	Good	9	.. 3/29/41
5378	No. 88	Interesting	9	.. 3/29/41
5379	No. 89	Interesting	9	.. 4/12/41
5380	No. 90	Interesting	9	.. 5/17/41
5381	No. 91	Fair	9	.. 5/24/41
5382	No. 92	So-So	9	.. 6/ 7/41
5383	No. 93		9	..Not Rev.

VITAPHONE-WARNER BROS. 1940-41

BROADWAY BREVITIES (9)				
6202	Alice in Movieland	Superlative	20	..11/30/40
6204	Dog in the Orchard	Meritorious	20	.. 1/18/41
	Happy Faces			..Not Rev.
6208	Hunting the Hard Way	Excellent	20	.. 5/24/41
6201	Just a Cute Kid		20	..Not Rev.
6203	Mack Sennett Revival		20	..Not Rev.
6206	Seeing Eye	Poignant	20	.. 4/ 5/41
6207	Sockeroo	Funny	20	.. 5/24/41
6205	Take the Air	Entertaining	20	.. 3/ 8/41
ELSA MAXWELL COMEDIES (3)				
6102	Lady and the Lug		19	..Not Rev.
6101	Riding Into Society	T'Ain't Funny.	19	.. 8/31/40
6103	Throwing a Party		20	..Not Rev.
HOLLYWOOD NOVELTIES (6)				
6304	History Repeats Itself	Good	10	.. 9/30/39
6301	Football Highlights	Rockne Build-up	10	.. 8/31/40
6303	Mexican Jumping Beans	Very Good	10	..11/30/40
6302	Shark Hunting	Exciting	10	.. 8/ 3/40
	Trouble in Store			..Not Rev.
6305	Wild Boar Hunt	Exciting	10	.. 3/ 8/41
LOONEY TUNES (16)				
6601	Calling Dr. Porky		7	..Not Rev.
6612	Coy Decoy	Funny	7	.. 6/21/41
6607	Haunted Mouse	Very Good	7	.. 3/15/41
6608	Joe Glow the Firefly		7	..Not Rev.
	Love in Gloom			..Not Rev.
6602	Pre-Historic Porky	Clever	7	.. 11/ 2/40
6611	Porky's Ant	Good	7	.. 5/24/41
6609	Porky's Bear Facts	Amusing	7	.. 4/ 5/41
6604	Porky's Hired Hand	Good	7	..12/28/40
6610	Porky's Preview	Amusing	7	.. 4/26/41
6613	Porky's Prize Pony		7	..Not Rev.
6606	Porky's Snooze Reel		7	..Not Rev.
6603	Sour Puss	Satisfactory	7	..11/30/40
6605	Timid Toreador	Good	7	.. 1/18/41
	We the Animals Squeak			..Not Rev.
MELODY MASTERS (10)				
6506	Cliff Edwards and His Buckaroos	Fair	10	.. 3/ 8/41
6505	Henry Busse & Orch.	Good	10	..11/30/40
6504	Skinny Ennis & Orch.	Good	10	..12/28/40
6503	Jan Garber & Orch.		10	..Not Rev.
6508	Marie Green & Her Merrie Men	Lively	10	.. 5/ 3/41
	Carl Hoff & Orch.			..Not Rev.
6509	Hal Kemp & Orch.	Just a Band.	10	.. 5/24/41
6501	Matty Malneck	Snappy	10	.. 8/ 3/40
6507	Freddie Martin & Orch.	Fair	10	.. 4/ 5/41
6502	Joe Reichman & Orch.	Excellent	10	..11/ 2/40
MERRIE MELODIES (26) (Tech.)				
	Aviation Vacation			..Not Rev.
6706	Bee Time for Sniffles		7	..Not Rev.
6713	Cat's Tale	Good	7	.. 4/ 5/41
6712	Crackpot Quail		7	..Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	..12/28/40
6718	Farm Frolics	Excellent	7	.. 5/24/41
6710	Fighting 69½	Good	7	.. 1/18/41
6704	Good Night Elmer		7	..Not Rev.
6715	Goofy Groceries	Novel	7	.. 4/ 5/41
6720	Hiawatha's Rabbit Hunt	Funny	7	.. 6/21/41
6703	Holiday Highlights	Swell Satire	7	.. 11/ 2/40
6719	Hollywood Steps Out	Excellent	7	.. 6/21/41
	Inki and the Lion			..Not Rev.
6701	Malibu Beach Party	Grade A	7	.. 8/31/40
6707	Of Fox and Hound		7	..Not Rev.
6708	Shop, Look and Listen	Good	7	..12/28/40
6711	Sniffles Bells the Cat	Fair	7	.. 3/15/41
	Show Time for Comedy			..Not Rev.
	Sport Champions			..Not Rev.
6702	Stage Fright	Satisfactory	7	..10/26/40
6714	Tortoise Beats the Hare	Amusing	7	.. 4/ 5/41
6716	Toy Trouble	Good	7	.. 5/ 3/41
6717	Trial of Mr. Wolf	Very Good	7	.. 4/26/41
6705	Wacky Wildlife	Funny	7	..12/ 7/40
6721	Wacky Worm		7	..Not Rev.
TECHNICOLOR SPECIALS (6)				
	Brazilian Rhythm			..Not Rev.
6001	Flag of Humanity	Splendid	20	..10/26/40
6005	Here Comes the Cavalry		20	..Not Rev.
6002	March on Marines	Excellent	20	..12/28/40
6003	Meet the Fleet	Excellent	20	.. 1/18/41
6004	Wings of Steel	Excellent	20	.. 5/ 3/41

VITAPHONE 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
6407 Big Bill Tilden	For Tennis Fan	10	5/ 3/41
6404 California Thoroughbreds	Interesting	10	12/28/40
6403 Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402 Dogs You Seldom See	Good Novelty	10	8/31/40
6405 Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401 Fly Fishing	For Anglers	10	10/26/40
It Happened on Ice			Not Rev.
Lions for Sale			Not Rev.
6408 Sail Ho!	Colorful	10	6/21/41
6406 Sky Sailing	Interesting	10	4/ 5/41

MISCELLANEOUS

Aida (Guaranteed)	For Music Lovers	9	5/11/40
Alive in the Deep (Prod.)	Exciting	22	5/24/41
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Man the Enigma (Prod.)	Informative	25	5/24/41
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Our Constitution (Prod.)	Inspiring	19	5/ 3/41
Our Declaration of Independence (Prod.)	Timely	19	5/ 3/41
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1940-41

COLUMBIA		
Spider Returns	15 Chaps.	5/10/41
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
Jungle Girl	15 Chaps.	5/31/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	4/12/41
Sky Raiders	12 Chaps.	2/15/41

DEFENSE SUBJECTS

Title	Running Time	Distributed By
America Builds Ships	3	List "B"
America Preferred	3	List "B"
Army in Overalls	3	List "B"
Bits and Pieces	3	List "B"
Calling All Workers	2	List "A"
Power for Defense	10	List "A"
War Department Trailers		
1. Infantry	1	List "A"
2. Air Corps	1	List "A"
3. Flying Cadets	1	List "A"
4. Coast Artillery Corps	1	List "A"
5. Armored Force	1	List "A"
6. Flying Cadets	1	List "A"
7. Flying Cadets	1	List "A"
8. Field Artillery	1	List "A"
9. Foreign Service	1	List "A"
10. Signal Corps	1	List "A"
11. Medical Department	1	List "A"
12. Quartermaster Corps	1	List "A"
Where Do We Go?	2	List "B"

CITY	List "A"	List "B"
Albany	Columbia	Universal
Atlanta	Paramount	20th Fox
Boston	Columbia	Universal
Buffalo	United Artists	Columbia
Charlotte	United Artists	Columbia
Chicago	Paramount	20th-Fox
Cincinnati	Universal	Warner Bros.
Cleveland	United Artists	Columbia
Dallas	RKO	MGM
Denver	20th-Fox	Paramount
Des Moines	Columbia	Universal
Detroit	MGM	RKO
Indianapolis	Universal	Republic
Kansas City	20th-Fox	Paramount
Los Angeles	20th-Fox	Paramount
Memphis	MGM	RKO
Milwaukee	20th-Fox	Paramount
Minneapolis	Universal	Warner Bros.
New Haven	Warner Bros.	United Artists
New Orleans	Paramount	20th-Fox
New York	MGM	RKO
Oklahoma City	RKO	MGM
Omaha	Columbia	Universal
Philadelphia	Warner Bros.	United Artists
Pittsburgh	Warner Bros.	Republic
Portland	Paramount	20th-Fox
St. Louis	Warner Bros.	United Artists
Salt Lake City	MGM	RKO
San Francisco	RKO	MGM
Seattle	RKO	MGM
Washington	Universal	Warner Bros.

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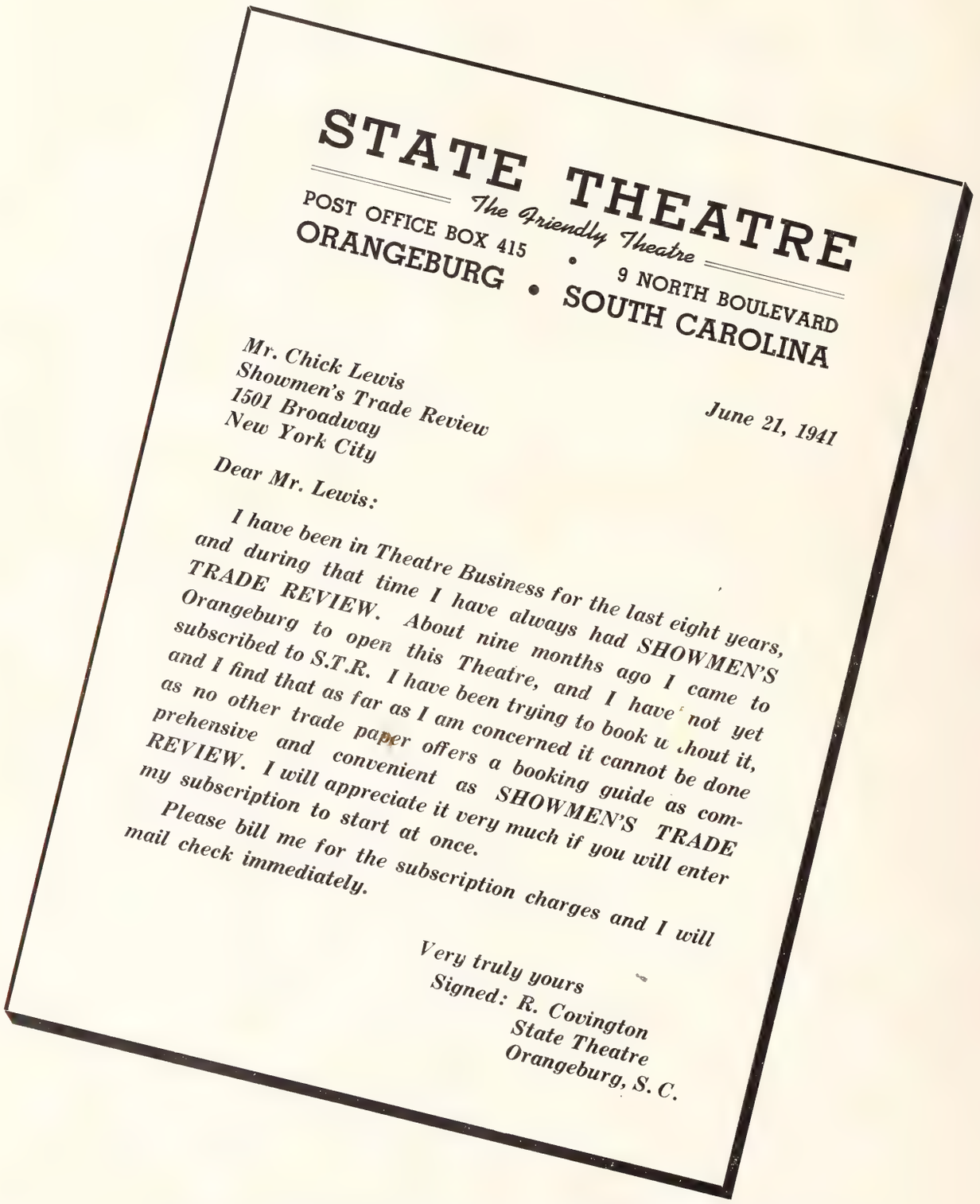
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